

The American BOOK TRADE JOURNAL

VOL. CXXVII

JANUARY 5, 1935

NO. I

1934, despite a difficult economic scene, was a successful year for the Doubleday, Doran List, but we are frank to say that the prospects are that 1935 will in every respect far surpass this record, in best-sellers from established authors, in the kind of discoveries that make bookselling the most exciting of professions, in continuing stock sales, and in actual profits to you and to us. For seven solid pages of good book news, including the sales story of Edna Ferber's COME AND GET IT, turn here...

Doubleday, Doran

THE OUTLOOK FOR STORES

DELAY

INTHE

SUN

NUMBER

NUM

1935's delightful first Discovery of which
Vincent Starrett says: "It is
a novel of fine wit and urbanity, drenched in Spanish color . . . I think it may
be said to have many of
the qualities of South
Wind"

OU made good money last year on such books as WORK OF ART, CAPTAIN NICHOLAS, HOLY DEAD-LOCK, EAST AND WEST, CAPTAIN CAUTION, THE JASMINE FARM, Swinnerton's ELIZABETH, Arlen's HELL! SAID THE DUCHESS, and many another Doubleday, Doran title. This year we have the pleasure to present a List that is jammed with a wealth of interesting new fiction, much of it new blood and fresh quality, books as easy and as pleasant to sell as Engle's AMERI-CAN SONG or Atkinson's CINGALESE PRINCE, books that will be talked about, books that will unquestionably strengthen the noticeable trend toward property sales. And don't forget that, in here reviewing only our first two months' offerings, there are Doubleday, Doran books that are already hits and steadily in demand—the first success of the New Year, Anthony Thorne's DELAY IN THE SUN, Thorne Smith's latest best-seller THE GLORIOUS POOL, Sokolsky's LABOR'S FIGHT FOR POWER, Lockwood's DECORATION, Nichols' VILLAGE IN A VALLEY . . .

Claude Houghton This was ivor trent

Claude Houghton is in the opinion of Hugh Walpole, Clemence Dane, Richard Aldington, J. B. Priestley, Francis Iles, Marguerite Steen and a host of others, one of the most interesting and important novelists writing in English. He is a romantic with ideas. For enormous originality, for uniqueness in literature, he has been compared to Defoe, Emily Bronte, D. H. Lawrence. He writes with a strange, dreadful power that sears the memory. He has made a clean break with the novel of manners. As Mr. Wal-

pole says, "English fiction needs him." and now he has done what is by all odds his best book. It is an attempt to find out all about one man, his complete human being. It's going to be a best-seller, it's going to discover Houghton to the great reading public he deserves. Watch your First Edition market, and be prepared with sufficient stock to keep up with National Advertising. Feb. 1, \$2.50.

Re-issued on same date at \$2.50:

I AM
JONATHAN SCRIVENER

Rebecca We

Rebecca West does not write often, but when she does, she writes unforgettably. THE HARSH VOICE contains four short novels of the type which Joseph Conrad liked so well, including one — "The Abiding Vision" — that

HIVIE

will be a special treat for every admirer of "Goodbye, Mr. Chips," Each little novel is complete in cameo scale, written with the brilliance and beauty and mordant irony of "The Judge" or that memorable portrait, "Harriet Hume."

Feb. 1-\$2.50

In this, the third novel in a major modern work of fiction, Vardis Fisher has written an American "Jean Christophe"—a great panorama of a time and of one man's life—a maddening and heart-breaking book, even more haunting than "In Tragic Life" and "Passions Spin the Plot," done with furious idealism and relentless reality. A collected author, always sure of an interested press, this may be the title to break the whole property into best-seller-Jan. 4-\$2,50

We look for excited controversy centering on this wise and brilliantly sophisticated novel of

the men and women who run boys' schoolsa love story that may easily do for the Thirties what Percy Marks' "The Plastic Age" did for

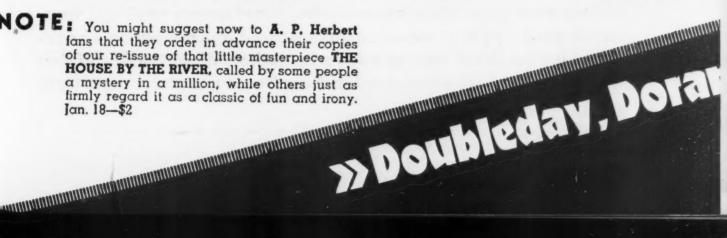
the 1920's. SPECIAL MARKET: Parents. Feb. 15-\$2.50

phia cleud **IGEL WHO COUL**

Against a rich cavalcade of English history, the author of that steady seller "Matilda, Governess of the English" tells the exquisite love

story of two dreamers in a practical age, whose marriage was "arranged in heaven." Certain to have good sales. Jan. 18-\$2.00

NOTE: You might suggest now to A. P. Herbert



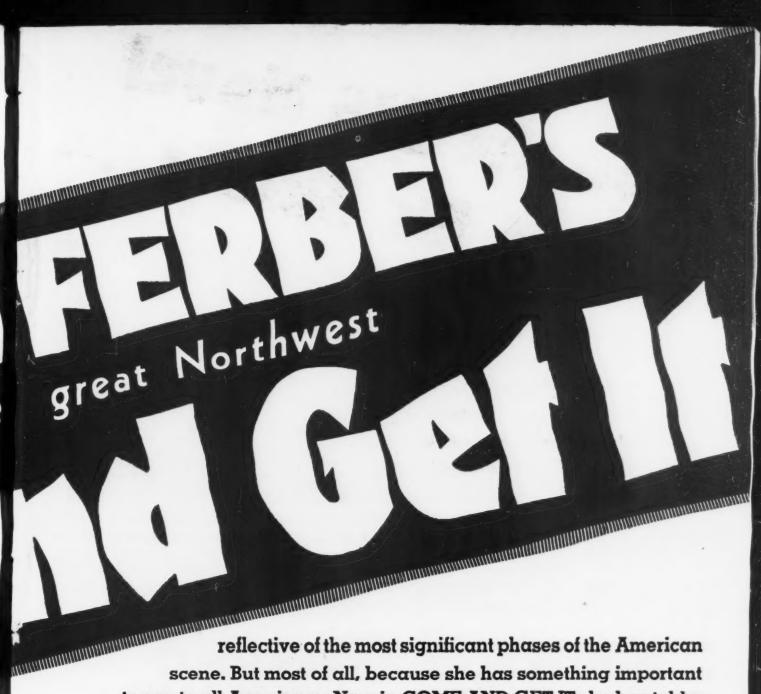
and the BIG Novel of the Spring.

for the people who have bought 524, 135 copies of books at original Trade Edition prices and 404,-700 copies in reprint, of six Edna Ferber titles alone.

manuminaling

novel of the

T is safe to say that no living American novelist has so completely and so colourfully represented this country in fiction as Edna Ferber. North, South, East, West, in SO BIG, THE GIRLS, SHOW BOAT, AMERICAN BEAUTY, CIMARRON, she has succeeded in "boxing the compass for America." Critics have greeted each new Ferber novel as an event, and thousands each day of publication have poured into the nation's bookshops for the latest work of a favorite author. Why? Because Edna Ferber writes with excitement, action, beauty, and dynamic truth

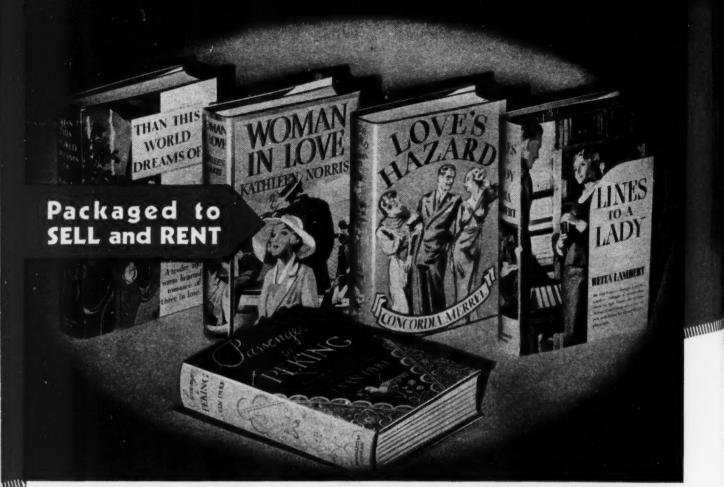


reflective of the most significant phases of the American scene. But most of all, because she has something important to say to all Americans. Now in COME AND GET IT she has told a lusty story of the expansive days before the war when the lumber kings built bigger and bigger mansions in the Northwest, dressed their wives in Paris, and sent their sons to school in private cars. But the book is much more than this. People will ask, 'What does come and get it mean?' It means a measure of spiritual power deeper than SO BIG; a ringing challenge to American faith, that life is what you want to make it—come and get it.

Get your first order in now, watch your First Edition buyers, and be sure to protect yourself against a sales rush that might easily send you out of stock.

COMING FEB. 20-\$2.50

» Doubleday, Doran



Here are six new novels of romantic appeal which, with due modesty, we predict will earn you a quick turnover in individual sales and in copies profitably thumbed from the shelves of 'your rental library. They are hand-picked with the definite customers in mind, from authors whose last names alone are news in this bread-and-butter department.

NOTTIS WOMAN IN LOVE

Every Kathleen Norris fan will revel in this great novel, throbbing with passion and drama, about a popular young actress, her life and loves. Jan. 25—\$2

AVIES THAN THIS WORLD DREAMS OF

The story of a handsome young vicar who behaves like a human being—even in the incident with a lovely girl daredevil from India. Feb. 1—\$2.

J. Van Dyke PASSENGER TO PEKING

You can't beat the author of <u>Chinese</u>
<u>Lovesong</u> for red-blooded romance in
the exotic East. Jan. 18—\$2

Lamberf LINES TO A LADY

A first novel find by a young Katharine Brush — Reita Lambert's story about a playwright and a pretty young bookseller — written with disarming whip, dash and charm. Jan. 18—\$2

Greig ROMANCE ON A CRUISE

The most tantalizing, most surprising love story by the author of MEN ACT THAT WAY. Feb. 15—\$2

Mettel LOVE'S HAZARD

Sparkling romance — the kind they're asking for—from the popular author of CONSEQUENCES. Jan. 4—\$2

elion: HERE'S GREAT NEWS FOR SALES IN STERLING



surprised because we're backing every one of them with everything we

ersonal History **by VINCENT SHEEAN**

Not in our publishing experience have we ever read a book quite like PERSONAL HISTORY. At 34 years old (urged by Harold Nicolson), one of the most brilliant correspondents of his time writes a book that combines the appeal of BRITISH AGENT and Fairfax Downey's RICHARD HARDING DAVIS, and surpasses them both! When the Atlantic Monthly printed one chapter, so great was the sensation that the magazine had to treat its readers to three more installments (out of seven long chapters in the completed MSS.). The book is exciting, colorful, amazingly frank. It has both the outer and the inner picture.

t's Dynamite! The American

matic Game Drew Pearson, coauthor of WASHINGTON MERRY-GO-ROUND (which sold 90,000 copies at \$3) and Constantine Brown collaborate to produce the first story of unwritten diplomacy. In essence this is the unparalled tragedy of the collapse of the world's best intentions for peace. But more than that, it is a floodlight thrown on secret history, by two men who know and who tell with sensational audacity! The most startling book of revelations since THE AMERICAN BLACK CHAMBER. Jan. 17-\$3

by GEORGE E. SOKOLSKY

"The amazing Sokolsky," author of the best-selling TINDER BOX OF ASIA and the just-published, Times-front-page-reviewed LABOR'S FIGHT FOR POWER. writes the first book about Jews for Gentiles. So delicate, so subtle and so informed in judgment is this book that many sections have been re-written at least ten times. It is brilliant, it is readable, and it will set a new landmark in the understanding of a race of genius and energy. Jan. 18-\$2.50

F NOTE:

If you want to do anyone a good >> Doubleday, Dorar



THE NEW IN BOOK FORM

> In recent seasons we have noted a distinct upturn in the sales of plays in book form to read. To name a few of these best-sellers: DESIGN FOR LIVING, CONVERSATION PIECE, DINNER AT EIGHT, Maxwell Andersons' MARY OF SCOTLAND, and Noel Coward's constant seller, PLAY PARADE. We now have the pleasure of presenting three new plays which mark a climax in this steady rise in readibility and, we believe, in sales:

Noel Coward's POINT VALA

A play in three acts that will again bring Miss Lynn Fontanne and Mr. Alfred Lunt to America. Written, of course, with the matchless Coward brilliance, it is perhaps fairest to let you discover for yourself the theme of this colorful and surprising piece. laid in the West Indies. Jan. 23—\$1.75

Margaret Kennedy's

ESCAPE ME NEVER!, Miss Kennedy's own brilliant dramatic adaptation of her bestselling novel THE FOOL OF THE FAMILY, brings for the first time in person to America that international idol, Elizabeth Bergner, as Gemma, Sebastian Sanger's wilful mistress. You can depend upon the fact that this tempestuous story of Venice, the Dolomites, London—will be the most-discussed vehicle of the year in New York.

Sinclair Lewis and Lloyd Lewis JAYHAWK Fire-eating Senator Burdette, the Kansas

jayhawker, has scenes in the book that are just as delightful to read as to witness.

In Canada: Doubleday,

Doran & Gundy, Ltd.

The Canada of » Doubleday, Doran

Forecast for January

LONG FURROWS by Dora Aydelotte. Story of an American farmer family told with literary distinction. Sell it to the Gladys Hasty Carroll market. \$2.00

THE HOUSE IN HALF MOON STREET by Hector Bolitho. Distinguished short stories by the author of "Albert the Good and the Victorian Reign." \$2.50

THE WILLOUGHBYS by Alice Brown. A novel of the New England countryside by one of our most accomplished women writers. \$2.00

THE BOTTOM OF THE MATTER by Anna Robeson Burr. A shrewd, delicate novel of character which solves the mystery of a great man's personality. \$2.00

THE HOUND OF IRELAND by Donn Byrne. Byrne fans will be delighted by this new collection of stories by the author of "Messer Marco Polo."

IN THE SEALED CAVE by Louis J. Herrman. An imaginative, satiric, exciting continuation of Swift's "Gulliver's Travels." \$2.00

FREEDOM OF THE SEAS by Earl Willis Crecraft, Ph.D. A complete, authoritative explanation of the American attitude on neutrality. \$3.00

INFANTILE PARALYSIS by George Draper, M.D. An up-to-date account of a dreaded disease written for a popular market. \$2.00

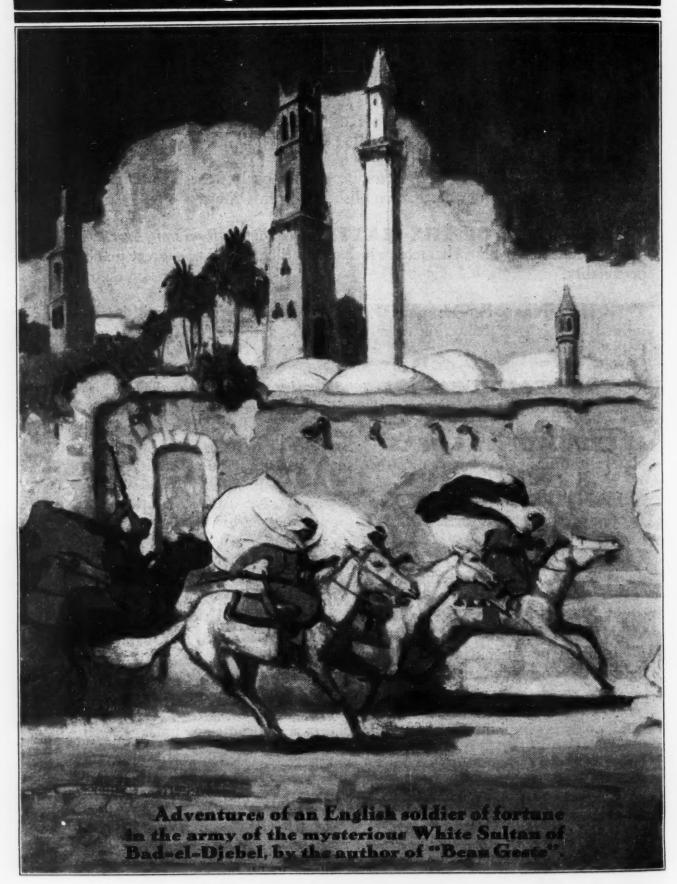
TUBERCULOSIS by Fred G. Holmes, M.D. A foremost authority tells the layman how to do his utmost in being efficiently treated for tuberculosis. \$2.00

CONFUCIANISM AND MODERN CHINA by Sir Reginald Johnston. A new book interpreting modern China by the author of "Twilight in the Forbidden City."

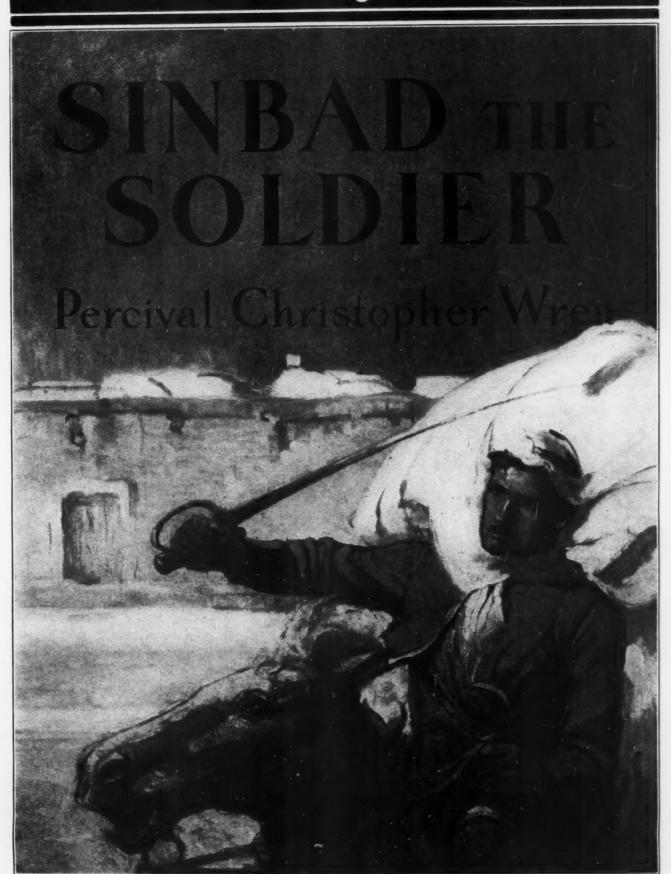
WHAT THE FIGURES MEAN by Spencer B. Meredith. A popular handbook showing how to read balance sheets and income accounts. \$1.00

D. APPLETON-CENTURY COMPANY 35 WEST 32ND STREET NEW YORK CITY

A dashing romance of desert life



Jan. 29th-\$2-Houghton Mifflin Co.



one manager of a chain of 70 libraries said a while ago that if Beth Brown wrote a story a day it wouldn't be too much for his customers. So there you are!

* * *

 $\star\star\star$ From "Customers' Choice" column, Publishers' Weekly, 7/8/33. Beth Brown's new novel, LADY HOBO, will be published January 29 by Coward-McCann at \$2.00.

Extra Profits' Selling Books You Know

T聞E FIRST 4

From the Late Fall List — special efforts and heavy advertising on the FIRST 4 as a group beginning January 20. An initial advertising appropriation of \$4.000: generous extra discounts for your cooperation in promoting this campaign to keep books you know and like active through the spring—Read these lacts and write to us for further information on tiscounts.

Lost Horizon by James Hilton

A Best Seller Everywhere, December sales 35% ahead of any other month; 55,000 copies.

\$2.50

A Time to Keep by Halliday Sutherland

Generally considered richer and more interesting than the author's famous "Arches of The Years." That book built its sales gradually (over 15,000). "A Time to Keep" has just begun its sales climb.

\$3.00

Prelude to the Past by R. G.

The amazing and fascinating autobiography that Dorothy Thompson calls "a social document of first rate importance." In spite of delayed publication, it is in its second printing. More and more people will be reading and talking about this frank and intimate story of a woman's life.

\$3.00

Yonder Sails the Mayflower by Honoré Morrow

This is Mrs. Morrow's best novel since "Forever Free," and on many best seller lists all through December. Mrs. Morrow's novels always have a long life, and never go into reprint in less than two years. \$2.50

*Our salesmen may not reach you in time to explain the FIRST 4 plan before the zero hour (January 20). So write at once for details of the plan. William Morrow & Company, 386 Fourth Avenue.

1934 Sales up 47% Over 1933

FROM A STRONG

National Velvet by Enid Bagnold

First novel in nine years from one of the most distinguished and exciting writers of our day. First printing between five and ten thousand. Initial advertising appropriation \$2,000.—It's a dream come true, the story of a girl, a piebald horse, and the greatest race in the world. Simultaneous publication England and America tying up with the Grand National (N.B. title). March 27-\$2.50

The Transients by Mark Van Doren

Just out. The author's reputation and the original, strange story mark this as one of the most interesting of the season's novels. Clifton Fadiman writes: "a remarkable discovery. Anyone with a free imagination will derive a curious and unique pleasure. Travel twenty-five pages with it and you are lost. People who like 'Lost Horizon' will get a similar pleasure from "The Transients."

Forgive Adam by Michael Foster

This novel will appeal to those who like James Cain's "The Postman Always Rings Twice." Uncompromising realism and yet a strain of romantic idealism throughout. It's American in character, tempo, and February 7—\$2.00

Ernestine Takes Over by Walter Brooks

Hilariously Illustrated by Herbert Roese An uproarious novel, illustrated in the same manner. For young and old of both sexes, for it's just broad enough, and the farce comedy never slows down. February 20-\$2.00

JUST OUT

Thirsty Range by E. B. Mann

\$2.00

Albert. King of the Belgians by Charles d'Ydewalle

A brilliant, historically sound, and intimate biography of Albert of Belgium. The volume is the first important biography of the most popular monarch of our time and contains much new material on his life. It will have a wide audience, for it is in the Strackey. Maurois tradition, and readable as a novel. One of the leading non-fiction books for spring.

April or May-\$3.50

Sex and Temperament:

In Three Primitive Societies

by Margaret Mead, Ph.D.

The author of "Coming of Age in Samoa" writes of the sex psychology of three different primitive tribes in New Guinea. Dr. Mead's conclusions should start even wider discussion than her controversial "Coming of Age in Samoa." For all interested in social problems; in the works of Havelock Ellis, Malinowski. and Bertrand Russell; in human behaviorism.

April 24-\$3.00

What is American Literature? by Carl Van Doren

Asks a question and gives an answer. A brief, comprehensive study by one of America's foremost authorities. It gives the essence of the American literary achievement from the beginnings up through our contemporary writers. High Schools, Colleges, Women's Clubs and Libraries will all find it invaluable. It is a summary for those who want only the essentials, and a brilliant piece of criticism for those at home with the February 20-\$1.00 subject.

Last of the Wind Ships by Alan J. Villiers

PUBLISHED

1935 Sales up ??% Over 1934?

SPRING LIST

Riding Forward

Modern Horsemanship for Beginners by Captain V. S. Littauer

Everything a beginner should learn and an expert must know on all aspects of horsemanship in its most approved modern method — the forward seat. The author is one of the directors of the famous Boots and Saddles Riding School, an ex-officer in the Russian Cavalry, an international expert on riding, and also author of "Jumping the Horse" and many magazine articles. For anyone who owns or loves horses, for this is the only modern, popular-priced book on equitation available. Fully illustrated.

February 8-\$2.00

We Go to Nursery School by Marjorie Poppleton and Wm. E. Blatz

A book of delightful and informative photographs taken in one of the most famous nursery schools in the world showing everything that happens during one school day. For children; for parents; for teachers. It will be one of the "picture" books of the year. Plan and text by the author of "Parents and the Pre-School Child," etc.

February 8—\$1.00

N.B. Coming in April—"Nursery Education, Theory and Practice," by Blatz, Millichamp and Fletcher.

The Sentimental Journey

A Life of Charles Dickens

by Hugh Kingsmill

The ever fascinating Dickens in an illuminating critical biography. The fine favor won by the author's presentation of Samuel Johnson last year portends an

even wider audience for this study of the man and the author which is the first biography of Dickens at the same time both comprehensive and realistically critical. February 20—\$3.00

The Pipe Dream of Peace

by John W. Wheeler-Bennett

(author of "The Wreck of Reparations," etc.)

The complete story of the international battle for peace and disarmament from 1931 up to the present time by one of the foremost authorities on the subject. For all interested in progress toward peace and in international affairs. With an Introduction by H. R. Knickerbocker. February 8—\$3.00

The Monkeys Have No Tails in Zamboanga by Captain S. P. Meek

Tall tales of the Philippines, Hawaii, and the Canal Zone by as lusty and gusty a Sergeant as the U.S. Army ever saw. The illustrations by Richard Floethe are as hilarious and infectious as the text.

March 13-\$2.00

Voyage in the Dark by Jean Rhys

A brilliant, arresting novel by the author of "After Leaving Mr. Mackenzie," etc. Frank Swinnerton calls Jean Rhys "one of finest realistic writers of our day." Further descriptive announcements of this novel later. March 13—\$2.00

MORROW. 386 Fourth Avenue, New York, N. Y.

Thrillers that Spell Sales!



The Corpse in the Green Pajamas by R. A. J. Walling

Four times the advertising appropriation will be expended on this book as on any previous Walling mystery, because we think it the best Walling story in years. With nine books, all through the depression, R. A. J. Walling's sales have averaged 5000 copies per book. The time has now come to push the best in mysteries, and R. A. J. Walling is a best. \$2.00

The Case of the Counterfeit Eye by Erle Stanley Gardner

Gardner's rise to fame is current book history and book selling good fortune. "Velvet Claws," "Sulky Girl," "Lucky Legs" — each an entertainment and sales success. Serial rights, movie rights bought by Warner Brothers, and "Howling Dog" (with Warren William) the first production and an instant screen success.

Now "The Counterfeit Eye" and Perry Mason has the task of following not one but six glass eyes. A logical, beautifully knit plot, lightening action, and a whirlwind courtroom scene a la Gardner.
\$2.00

A New Mystery by Carter Dickson

And a new mystery by Carter Dickson, author of "The White Priory Murders," "The Plague Court Murders," "The Bowstring Murders," etc. Featuring the irrascible, irresistible old rascal, Sir Henry Merrivale, as the chief sleuth (assisted, of course, by genial Chief Inspector Masters). This is a continuation of our policy to raise the high standard of Morrow Mysteries.

Just Published

The Clue of the Forgotten Murder by Carleton Kendrake

\$2.00

Strange and Beautiful Novel

by the author of THE UNFORGOTTEN PRISONER

OLLIGHT BURNING

R. C. HUTCHINSON

• FEBRUARY 25-\$2.50

FARRAR AND RINEHART



OUT FEBRUARY 21

The old time Rex Beach on a new frontier...
the story of one of the last American frontiers,
the cattle country of Florida... as thrilling as
THE SILVER HORN and THE SPOILERS.

FARRAR AND RINEHART



\$2.00

FUStures

Announcing

A NEW NOVEL BY PAUL HORGAN

WINNER OF THE \$7500. HARPER NOVEL PRIZE 1932-33

NO QUARTER GIVEN

This novel proves that a prize winner can not only repeat his first success but improve on it. The keen-edged talent, unconventional and original, that Horgan displayed in his first success The Fault of Angels flashes into maturity in this new story—a modern drama of men and women who are charming until you stop to analyze their motives. The setting is Sante Fe, New Mexico; the leading character a composer whose life is tangled with a frantically social wife and an unusual love affair. In No Quarter Given readers will find a rich story of character to stand with the important novels of the year. We expect a sale far into five figures and will advertise accordingly in national magazines and book reviews. Coming January 30. \$2.50

HARPER & BROTHERS • Publishers

MR. ALFRED A. KNOPF

announces

the long awaited new novel

by

ROBERT

Author of
"One Move Spring"

ROAD OF AGES



This book has not been serialized

Book-of-the-Month Club Choice for February

To be published February 1st, \$2.50

SEVEN HUNDRED THIRTY . FIFTH AVENUE . NEW YORK



you plan any ENCYCLOPEDIA promotion or sale this spring

WAIT

until you have seen our four page announcement appearing in the Publishers Weekly next week (January 12) and until our travelers show you the biggest book bargain and greatest merchandising item we have ever offered to the book trade.

BLUE RIBBON BOOKS

386 Fourth Avenue, New York

Answering Your Prayer:

"Give us another novel like THE GOOD COMPANIONS"

By a new English novelist who is worth watching VICTOR CANNING

Mr. FINCHLEY'S . HOLIDAY .. 4 Novel



VIRGINIA KIRKUS writes:

. don't take our word for it!

"Somehow we have a hunch that this book is a "natural"... it is sheer adventure of a somewhat extravagant kind. But with all that, it has a quality of Priestley's The Good Companions and of the inimitable and too little known, Mr. Thompson in the Attic... the inimitable and too little known, Mr. Thompson in the Good fun reading, and should be easy selling and easy renting. Good fun reading, and should be easy selling and easy the Try it on those who liked The Road to Nowhere as well as the other two types of readers. You may guess, we like it."

THE RETAIL BOOKSELLER says: "Mr. Finchley's Holiday is a picaresque, humorous, kindly, altogether enjoyable story, much like The Good Companions.

Coming January 17

REYNAL & HITCHCOCK . 386 Fourth Avenue, New York

THE GOOD EARTH • SONS and on January 21st the concluding volume of this epic trilogy

AHOUSE

NOW hundreds of thousands of readers will finish that universal story begun in THE GOOD EARTH, continued in SONS, and concluded in A HOUSE DIVIDED. The cycle ends where it began, in the little earthen house where Wang Lung greeted his wedding day and where now his grandson, Yuan, faces with his bride a new life on the land in faith and unafraid.

The story itself, is a "rich, full-bodied, living novel", to use Dorothy Canfield's phrase. It is modern in tempo and interest. Its scene is America as well as China. It will have a broad and deep appeal for all those who have followed the fortunes of the house of Wang.

A HOUSE DIVIDED has not been serialized. It appears for the first time in any form in this book. One can finish THE GOOD EARTH only by going to his bookstore.

Toward the successful merchandising of A HOUSE DIVIDED, we can promise the trade the utmost in cooperation. All the publicity and promotional facilities at the command of the house will be devoted to creating public interest. Handsome display material will be provided. And the book will be backed with ample national advertising.

Publication date is only three weeks away. Orders should be placed promptly to insure receipt of stock.

JOHN DAY book

REYNAL & HITCHCOCK, INC.



by Pearl S. Buck

DED

★★ rating from Virginia Kirkus: "Here's the best book Pearl Buck has done since THE GOOD EARTH . . . The story is a gripping one . . . The book is a sure bet for sales and rentals, and should do as well, or better, than SONS, and much better than THE MOTHER. Count on a sound backing of advertising and promotion."

Dorothy Canfield says: "With her inimitable sure unexcited touch, Mrs. Buck carries forward the story of the Chinese family with whom we all lived for a time in THE GOOD EARTH and SONS. It is a rich, full-bodied, living novel, the absorbingly interesting story of the growth and development of one individual human soul."-Bookof-the-Month Club News.

386 Fourth Avenue NEW YORK



JANUARY AND FEBRUARY

TWIN-BORN by Dolf Wyllarde

Contrasting fates of identical twin brothers in civilized and primitive life and love \$2

SEVEN MAKE A HONEYMOON

by Lois Bull

author of "Broadway Virgin." It took a second honeymoon to find out the truth about love, and seven to make the honeymoon complete

SINISTER QUEST by T. C. H. Jacobs

author of "Scorpion's Trail." Scotland Yard's nerve-battering quest of the Ear Hound, the worst field since Jack the Rip-

SPANISH RAPTURE by Juanita Savage

Dark passions, romantic adventures, and new enchantments in midst of a revolution. \$2

THIS NEW MADNESS

by Bertrand Josephs

The effects of the Hitler terror on German family life. A marriage wrecked by the sterilization of the husband.

DAREDEVIL DOUGLASS

by Amos Moore

author of "Lead Law." Fighting exploits that show why this great ranchman deserved the name of Daredevil. \$2.

PAPRIKA by Erich von Stroheim

Erich von Stroheim displays his great talents and gusto as romantic realist in a powerful novel of Hungarian Gypsy life. \$2.50

FLIGHT SOUTH by Charles Grayson

A writer of brilliance, an unusual picture of Mexico, and a story of the disintegration of two extraordinary young people. \$2.50

I WASN'T BORN YESTERDAY

An Anonymous Autobiography, as told to Allen Rivkin and Leonard Spigelgass.

The story of Jenny Ash, wrassler, singer, burlesque queen, and all around woman-right off the griddle of life. \$2.

TRIGGER GOSPEL by Sinclair Drago

Fighting yarn of the Oklahoma land rush and a man who rode through hell. \$2.

THE KINDLY GODS by Eileen Dwyer

A young Mexican nobleman runs the gauntlet of youth's raptures and tempests.

THE JUDGMENT OF LAROSE

by Arthur Gask

author of "Gentlemen of Crime." Murder at a high-hat house party brings the famous Larose a new triumph. \$2.

MACAULAY . 381 FOURTH AVE. . NEW YORK

PARTNERS IN PLUNDER

The Cost of Business Dictatorship

by J. B. MATTHEWS and R. E. SHALLCROSS

• Another Consumer's Research book that names names and explodes dynamite in high places.

It charges:

- 1. That the ordinary commercial methods of American business are essentially indistinguishable from the gangster methods of racketeering;
- 2. That the government, as the defender and upholder of the "rights" of private property, is a partner in the plundered billions annually extorted from the American people; and,
- 3. That when the public begins to revolt against the intolerable burdens laid upon it by the chicanery, dishonesty, misrepresentation, and organized exploitation of big business, these racketeering methods of commerce are transferred to the political field of government, and an open dictatorship of finance and industry results.
- The materials on which the study is based are all drawn from the files of Consumers' Research, of which Mr. Matthews is a vice-president, and which also furnished the materials of 100,000,000 Guinea Pigs and Skin Deep.

No more startling and timely study of present trends in American life has yet been published. 416 pages, \$2.50 To be
Published
January 29th

OUTLAW JUSTICE

A Western

by LEIGH CARDER

To be Published January 29th

- With the publication of *Outlaw Justice*, Leigh Carder joins the ranks of such famous Western writers as Zane Grey, Clarence Mulford, and Colt MacDonald with a thrilling and romantic adventure of the Old West.
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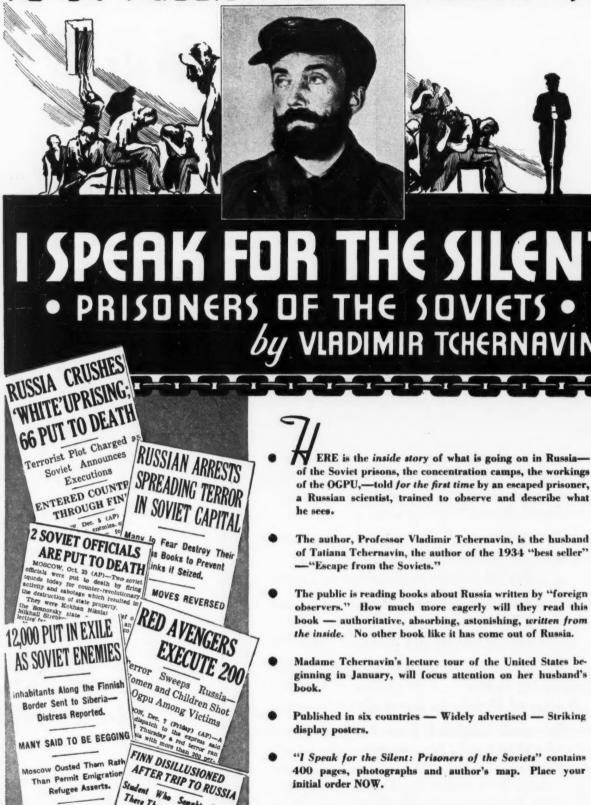
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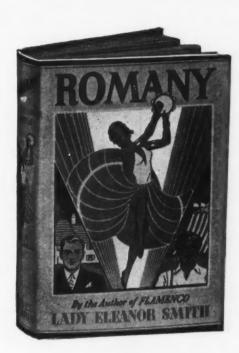
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THE JOHN C. WINSTON COMPANY WINSTON BUILDING PHILADELPHIA

1935 will be the tenth year of publishing by the Viking Press.

THE task of assembling our tenth anniversary list has been a labor of love. Watching it develop, we realized that it was worthy of the happy occasion, for it includes titles from practically every one of our most important authors, and, in addition, presents several distinguished newcomers.

As in the past, our list will be short: we propose putting into type only books which have a very good reason for being issued—and we propose telling the book trade our honest opinion of the sales chance of each.

Certain 1934 books must be mentioned as part of our 1935 list, because their present success and our future promotion plans assure a widespread demand for them in the new year.

Last August we prophesied that While Rome Burns would sell 75,000 by Christmas and eventually would reach 100,000 copies. As this goes to press, the sales of Mr. Woollcott's lusty book have mounted to 83,648 copies, and so great has been the rate of sale in the last month or two that we can't help sensing that his market is steadily expanding due to this book's own charm and to the Town Crier's urbane meanderings on the radio. We feel sure that Rome will sell, in 1935, at least an additional 50,000 and we are planning our advertising on that assumption.

THOSE who have read their Publishers' Weekly thoroughly will remember that in October we made the following statements:

We believe that The Forty Days of Musa Dagh by Franz Werfel is



the greatest combination of enduring literature and magnificent story that we have ever published or that has been published in our time.

We believe that this opinion will be shared by booksellers and critics.

We feel certain, as we have never felt before, of a huge, lasting sale.

The roar of critical acclaim which greeted the publication, on November 30th, of *The Forty Days of Musa Dagh* is still ringing in our grateful ears. Over 40,000 copies were sold *by booksellers* in December, The Book-of-the-Month Club reports it the most popular selection in years; this great book appears to be the selling successor to *Anthony Adverse*.

Widespread, dominating advertising is now being scheduled. At this point sales estimates would be foolish: But we now know, as we thought when we read the manuscript, that we have the biggest book we have ever published.

Two other good books which have gone quietly along, winning a high place for themselves in the regard of readers everywhere, are Stefan Zweig's brilliant biography of Erasmus of Rotterdam and Frieda Lawrence's noteworthy memoirs of her husband, D. H., "Not I, But the Wind." They have both come up to our expectations, and, planning to keep them before the public, we expect their sales to continue well into 1935.

The second list of Viking Junior Books is now spreading good cheer to children everywhere. There are now twenty-three live titles, hand-picked for



(continued)

quality of text and beauty of format. Announcements of Editor May Massee's plans will follow.

. . . and for the future . . .

Not only will our predictions for the new list be as honest as they have been in the past—but our attempts to make each title successfully live up to our estimate will be as vigorous as they've been in our first decade.

His God's Little Acre and his Tobacco Road still a vivid memory, Erskine Caldwell presents another novel whose scene is laid among the poor whites. In Journeyman Caldwell introduces an itinerant evangelist who combines crapshooting, lechery and prayer.

For the present, Journeyman will be published only in a special edition limited to 1475 copies at \$4.50. Publication January 25th.

January 25th is also the publication date of Jungle, a novel of the Brazilian rubber tappers. Ferreira de Castro, the author, is Portugal's leading novelist and a growing international literary figure. His works have been translated into seven languages, but Jungle marks his first appearance in English. He writes forcefully of the weird, enslaving lushness of the brooding Brazilian jungle—a womanless world in which perverse outbursts of passion result from feverish lives.

We are proud to present the first historical work (an exciting historical-narrative) to come to English readers from a Soviet author. The subject is a peculiarly fitting one for a modern Russian:

The Black Consul (Feb. 8th. \$2.75) by Anatolii Vinogradoff is an historical work which reads like a novel—its background:



the French Revolution and its effect on the strange destiny of the people of Haiti. Toussaint L'Ouverture and Dessalines, the great Negro revolutionists of Haiti, are seen here fighting their heroic battle for liberty in their native land and for equality in Paris. Especially interesting is the picture of France's thrust for freedom seen through the eyes of a modern Russian. We believe that the extensive promotion we plan for this title affords it an excellent chance for a big sale.

In his Antichrist (Feb. 8th. \$2.25) Joseph Roth has written a strange and challenging book, a long essay in which Antichrist is presented as a figure moving in today's world. Out-and-out realists are almost certain to dislike it heartily but we feel that it will appeal strongly to those who understand mysticism.

For years, Harold J. Laski has been a keen observer of the governments of this world—their follies, their ideals, their accomplishments. Now he presents *The State in Theory and Practice*.

This book will be read by those who feel that they are living in one of the most exciting and significant periods in history and would like to possess a deeper understanding of the problems of that period—by no means a small market. Sure of important reviews, this book may reach as large an audience as did *The Coming Struggle for Power*.

... later in the spring will come further important titles, each of which we believe will make best-seller lists, each of which will be promoted as outstandingly important books ...

He Sent Forth a Raven, a new novel by (over)



(Continued)

Elizabeth Madox Roberts, will surely be regarded by many as her greatest work to date, will cement forever her position as one of the few very great writers of our time, and will be recognized as an impressive contribution to the art of the novel in America.

Models for the Masses by René Fülöp-Miller is a study on a grand scale of the men who have dreamed new dreams for man and of what happened to those dreams when passed along to the masses.—It is a record of the leaders, visionaries and rebels in the great mass movements of history. A Man Called Cervantes, Bruno Frank's historical novel, has been selected by the Book-of-the-Month Club (probably March). It catches the essential spirit of a fantastic genius and of his age of crazy, yet magnificent, contrasts. Gina Kaus, novelist, editor, playwright, turns to biography and comes to the Viking list with an important history of Catherine the Great, based on new, extensive and spectacularly revealing researches.

As the year moves on the Viking list will be distinguished by such names as Stefan Zweig, Albert Halper, Ralph Roeder, Lion Feuchtwanger, and a number of discoveries which are as important to us as our established authors and which, as in the past, it is our special delight to present. And so on through twelve months which we envisage as making up a very happy New Year for us indeed... And the same to you!



THE VIKING PRESS.

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JANUARY 5, 1935

Don't Meddle

Or, Ring-Around-a-Rosie, All Fall Down!

DONALD PORTER GEDDES

of the Columbia University Press

Putsemover was the sort of promotion man who gave publishers sweet dreams and authors insomnia. He was ruthless in his disregard of authors' advice, and equally ruthless in accomplishing what he believed might profit a book. His job was to make books sell, and not to please authors. So well did he adhere to this practice, that many came to feel that his first job was to displease authors. Putsemover sold books, and Mr. Blurb, of Blurb, Inc., tried to keep authors and obtain new ones to take the place of those who wouldn't stand for Putsemover.

Putsemover's latest accomplishment was Miss Ima Scrivener's "Pink Posies." Miss Scrivener's first two books had been encouraging failures. "Pink Posies" had now reached 30,000 and showed such vigor and vitality that Mr. Blurb was encouraged to believe that he would both recover his losses on numbers one and two, and also make a nice profit in the bargain. Credit for "Pink Posies" was generally going to its author, but Blurb and a few other discerning publishers knew that much of the credit belonged to Putsemover for his ingenious and effective handling of it.

It was unfortunate for Mr. Blurb that Putsemover received Miss Scrivener's telegram which bluntly said, "How about a little advertising?" The message came in on the morning "Pink Posies" reached 35,000.

Putsemover's reply was characteristic, "Don't meddle. You scribble, I'll peddle."
This didn't please Miss Scrivener at all, and her reply read, "Look at all the adver-

tising Doublespread is giving Miss Fictionist's 'Blue Beets.'"

Putsemover countered with "Look at all the copies of 'Blue Beets' Doublespread isn't selling." It was well known in the trade at that time that Doublespread was making a tremendous, but apparently futile, effort to put "Blue Beets" over. But "Blue Beets" just wouldn't go over 15,000.

The following Monday morning Mr. Blurb was honored with what threatened to be Miss Scrivener's last appearance in his office.

"Either you make Putsemover advertise or get someone who will, or I leave," she said. "Doublespread has been after me for a long time, and if you won't give my books a chance he will. Look what he's been doing for Miss Fictionist's 'Blue Beets' and that hasn't sold as much as my book."

"Miss Scrivener," said Mr. Blurb wearily, "I don't suppose it matters to you that Putsemover is successful in selling your book. It passed 40,000 this morning, you know. And I don't suppose it matters to you either that the idea in publishing is to sell as many books as possible with as little cost as is necessary. Putsemover is as good a man as we have in the business. He sells books and he doesn't spend all the profits. He advertises as much as is necessary or can be afforded, but no more. And if that isn't enough to please you, Miss Scrivener, why

"Why," barked that person, "I can go to Doublespread, and I shall. Good-bye!" Mr. Blurb watched her go and began to wonder whom he would get to take her

place on his list.

"This is fine, Miss Scrivener, simply fine," said Mr. Doublespread as the contracts were signed and sealed, "and now, my dear, I've a surprise for you. You are to have Miss Fictionist's place on our list as first authoress."

Miss Scrivener looked surprised and said, "Miss Fictionist's place? Why, what do you

mean? What has happened to her?"

"Oh," said Mr. Doublespread, "she was dissatisfied with the way we were handling 'Blue Beets,' kept telling us we ought to do what Putsemover was doing for your book

at Blurb's. So she left in a huff, and has signed up with Blurb."

"Well, I wish her luck," said Miss Scrivener, who was still mad at Putsemover's "Don't meddle" telegram, and thankful that she was done with him.

"But I've fooled her," laughed Mr. Double-

spread.

"Fooled her!" queried Miss Scrivener.

"What do you mean?"

Mr. Doublespread's laughter made it difficult for him to say anything for a moment, but finally he was able to say, "I've got Putsemover away from Blurb, and hired him myself."

A Word from London

The Year Has Been, on the Whole, a Good One

FRANK SWINNERTON

The most interesting personal news I can give concerning the London publishing trade is that of the retirement at the end of the year of C. H. C. Prentice. Mr. Prentice has been a member of the firm of Chatto & Windus for the last twenty years. He became a partner a few days only before the outbreak of the War, and at once joined the army. It was not, therefore, until 1919 that he was able to take a personal share in the management of the business; and from that time his taste and exceptional intelligence have played a great part in keeping Chatto & Windus high in the publishing world.

This firm has had a curious history. It is usually supposed to be of ancient origin, but in fact the late Andrew Chatto was manager for John Camden Hotten, and at Hotten's death he was forced to find partners and capital to carry on Hotten's business. In the heyday of the three-volume novel Chatto & Windus had great prosperity, and, as they were also publishers to Swinburne, the list was one to be much admired. When, however, the three-volume novel was finished, Mr. Chatto's judgment no longer kept pace with the time, and for some years the firm's productions seemed to become entirely haphazard. Philip Lee Warner then bought a partnership, and launched out into grandiose schemes which at once sent Chatto & Windus rocketing into general amazed notice. The almost feverish speed and costliness of his publications gave the firm new life, but threatened to carry it away from earth altogether, with the result that it was Lee Warner who departed, leaving the business control in the hands of the late Percy Spalding and the literary control in the hands of two young men, one of whom was Geoffrey Whitworth, the other the present writer. For several years this literary control was very restricted, but it gradually shook off restraint and Chatto & Windus had still another birth. The firm's list began then to show something of its more modern brilliance.

At this favorable moment Mr. Prentice returned from France and the army and the War. His taste had matured, and his interest in publishing remained. With another young partner, Harold Raymond, who has since covered himself with administrative glory by inventing, among other aids to publishing, the Book Token, he has carried on the business along progressive lines to the present day. Now, a young man still, for he is under forty-five, he is going to abandon publishing for a life of independence and scholarly research. He leaves the firm flourishing; his place will be filled in a way to ensure a continuity of policy; and he con-

tinues upon the best of terms with his former colleagues.

A Survey of 1934

Turning now to matters connected with the late publishing season, it may be said that the year has been, on the whole, a good one. There have been many successes, and a number of outstanding books in all departments. But one feature of the season has proved a disappointment. I refer to the Book Exhibition organized by the London Sunday Times. Last year this enterprising newspaper, which is one of the two London Sunday newspapers to which the publishers contribute their choicest advertisements, caused quite a flutter in the book world by arranging an exhibition at which manuscripts by old and new writers, first editions, scarce books, and other attractions were but side shows to a serious display of current books on the part of leading publishers. Lectures were given, and were attended by large crowds of enthusiasts. The public response was excellent throughout, and all (or nearly all) who were interested in the production of books felt that some good had been accomplished.

This year an attempt has been made to repeat the success of last year's exhibition, and similar attractions have been offered. Even some of the publishers who were not represented last year thought fit to have stalls; lectures by well-known writers were again a feature of the exhibition; the side shows of memorable books and manuscripts were as notable as before. Nevertheless, the public was never as much interested, and attendances were smaller. There has been some criticism of the exhibition. Some have felt that such an affair should not be left to the organization of a single newspaper (a fact involving obvious neglect on the part of other newspapers to feature the exhibition as news); others have felt that the arrangements, which included a charge for admission, should have been different. But the real trouble is that the public this year did not regard the exhibition as a novelty. It had not, for fashion's sake, to attend. The side shows, although good enough, were not as unlike the side shows of yesteryear to make all feel a need to visit them. The whole thing was a repetition, and the public interest was insufficient. Something of

another kind will have to be attempted in the future. I doubt if the London public is interested enough in publishers to see the advantage of paying to roam among stalls bearing the books of individual firms when it can enter a bookseller's shop without charge and see nearly as many books in a glorious jumble of imprints.

Another departure from the publishing world is that of Thomas Balston, who has for some years been a partner in the firm of Messrs. Duckworth. Mr. Balston, I understand, is also abandoning the business of publishing, and the control of the Duckworth firm remains in the hands of its founder, Gerald Duckworth. It is interesting to recall the fact that this firm was first known as Waller & Duckworth, the "Waller" being the late A. R. Waller, one of the editors of Hazlitt's works. Waller's association with Messrs. Duckworth was a short one, as he obtained an appointment at Cambridge University. He was a graduate from J. M. Dent & Co., the publishers of the edition of Hazlitt which he and the late Arnold Glover edited together. It is on the basis of that edition that P. P. Howe has built his great Centenary Edition of Hazlitt, now completed and a necessity to every library with pretensions to the appreciation of literature. Mr. Howe is also a publisher, a partner in the firm of Martin Secker, Ltd.

"Piccadilly Notes"

Speaking of Hazlitt reminds me that Hazlitt's friend, Charles Lamb, is the occasion of No. 13 of those "Piccadilly Notes," issued by Henry Sotheran, Ltd., which are so striking a feature of London fine bookselling. No. 13 is a Lamb Centenary number, and it is filled with absorbingly interesting facsimiles and details of pages from an album given by Lamb to his adopted daughter, Emma Isola, later Emma Moxon (she was the wife of Moxon, the London publisher). The love and patience with which Lamb had written new poems and squibs, and had copied old favorite poems of his own, in this album would in any case have been memorable, but as some of the poems are apparently unpublished, there is a rare interest in the publication. It will be obtained and preserved by all Lambites, and should be seen by all who are appreciative of enlightened bookselling.

Big Prize Scheme

What I am assured will be the most overwhelming Book Prize Competition ever invented will shortly be announced. The prize will be offered for a novel. It will be international in scope. The judges will also be international. Publication will be simultaneous in several countries. Extra rights will be created by and for the prize-winning book. The prize-winner will be made rich for life, not only by his advance royalties, prize money, serial rights, film rights, stage rights, and so on, but by extraordinary minor dealings unto the third and fourth generation. The scheme is fully developed and the world will hear of it very soon indeed. For those who dislike Competitions this grand one has one speck of comfort, which is that it is upon so stupendous a scale that after it has been launched and carried to fulfilment there never can be another such scheme. All other competitions will seem not worth winning. Authors will prefer the old humdrum way of making contracts with publishers one at a time. Meanwhile the brains which have conceived this colossal notion will have given the prize-winning book, whatever it may prove to be, the biggest advertisement which any book will be able to get. If the book is a good one, it may sweep the world. But will not everything afterwards seem very

It is too early as yet to offer any impression of the lists of 1935. They will begin, of course, with a number of books held over from the dying season. But it seems clear that prospects are brighter than they have been for some years, for the final months of 1934 have shown an increasing tendency towards more generous spending. If the nations of the world could feel sure of a prolonged peace, trade recovery would be accelerated everywhere. Economists in England, even those who have in the past expressed very gloomy views, are beginning to talk of an upward trend; young authors are beginning to feel less pessimistic about the future and about the present state of social life; traders are noticing that they can dispose of more goods. Booksellers have found a slight improvement. Publishers have found a slight improvement, especially in what are called "serious" books. Authors have noticed that publishers are eager to

commission new books. As for the public, its interest in the twopenny libraries is unabated, and I am still astonished at the number of commuters (what we call "seasonticket-holders") who as they travel backwards and forwards by train carry and read new books. Book Tokens have sold more largely this season than ever before, and their success would seem to be definite. With a little more general confidence in the stability of the universe, and an intelligent policy of catering for the increasing number of readers who want to know something of the world in which they live, and the reasons for its present state, we may yet see smaller lists and larger sales and smiles upon the faces of those who write and market literary goods.

Other London Notes

LOVAT DICKSON, the London publisher, who recently visited this country in search of new material, announces the appointment of Everett E. Hale as correspondent in the United States for his firm, Lovat Dickson and Thompson, Ltd., of London, England. Mr. Hale, whose address is 248 West 12th Street, New York City, will be glad to hear from authors, agents and publishers regarding books and manuscripts to be offered for publication in England.

* *

STANLEY PAUL, retired chairman and founder of Stanley Paul & Co., Ltd., British publishers, has left the firm and opened offices as a literary agent at 24 Dean Street, Fetter Lane, London E. C. 4, England. Mr. Paul, who has been associated with the publishing trade for about 35 years, will handle British Empire rights on all types of manuscripts.

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Beginning with the January number The Bookman (English) and The London Mercury have been merged into one magazine, the London Mercury and Bookman. The Bookman was established 43 years ago, and has always devoted itself solely to books. The London Mercury, which came under the editorship of R. A. Scott-James in October, also devotes its attention primarily to literature and the arts.

Viking Press Ten Years Old

This Firm, Founded with an Idealistic Platform in 1925, Has Continuously Kept to Its High Objective



THE VIKING PRESS celebrates this year its tenth anniversary. It was founded March 1, 1925, by Harold K. Guinzburg and George S. Oppen-

heimer. Harold Guinzburg had graduated from Harvard in 1921, studied law for two years, worked on a newspaper in Bridgeport, Conn., and as correspondent for the Boston Evening Transcript. When Richard Simon and Max Schuster laid their plans for a new publishing house, Mr. Guinzburg joined forces with them, going abroad in the summer of 1924 and visiting many publishers on the continent. George Oppenheimer, graduated from Williams in 1920, spent a year at the Graduate Arts School at Harvard, and was for three and a half years at A. A. Knopf, Inc., was advertising and promotion manager when he left to become secretary and treasurer of the Viking Press.

On August 1st, before the first book was published, a merger was effected with B. W. Huebsch. Mr. Huebsch was influenced in his choice of career by his uncle, Samuel Huebsch, known to the book-trade of an earlier generation as philosopher, linguist and printer. Mr. Huebsch was first a printer, issuing diaries and yearbooks. Gradually he became interested in publishing, and had for twenty years when the merger took place been known as the publisher of the standard translations of Hauptmann, Sudermann, Strindberg, Chekov and Gorky, and of Van Wyck Brooks, Francis Hackett, 9 volumes of Sherwood Anderson, all of James Joyce except "Ulysses," Thorstein Veblen, of many political books of a liberal tendency, and of the Freeman during its four-year period as a liberal weekly.

On the occasion of this merger, Christopher Morley wrote in the Saturday Review of Literature, in the August 15th issue: "It is customary at the time of the wedding for a few words of cheer to be uttered by the

friends of the high contracting parties. This should be seemly even in the case of the marriage of two publishing houses. In the union of the young Viking Press and Mr. B. W. Huebsch, the Viking necessarily assumes the rôle of bridegroom as the business is to continue under that name. The kindest possible wishes for the new combination will not make inappropriate a word of regret for the disappearance of Mr. Huebsch's individual imprint. His seven-branched candlestick almost always marked a book that had some genuine reason for existence. A publisher always active in the general interest of The Trade, he was also never reluctant to concern himself with what looked like Literature. And this occasion will afford Mr. Huebsch, a man of most agreeable and noiseless humor, the amused and rare opportunity of reading comments on himself almost as interesting as obits."

Mr. Huebsch has continued for the last ten years very much alive and has so shaped the editorial policy of the Viking Press that the galley has been a worthy descendant of the seven-branched candlestick.

When Mr. Huebsch joined Viking, he was accompanied by Marshall A. Best, who after graduating from Harvard in 1923, had spent a year abroad and then come to Mr. Huebsch for his first job, which was editorial, manufacturing, and publicity. Mr. Best became a director in 1928.

The initial announcement of the Viking Press was quoted in the March 28, 1925, issue of the *Publishers' Weekly*: "Our aims are, briefly, to have the name a symbol of enterprise, adventure and exploration in the publishing field—to limit our enterprises to a few each season and to make those few represent the best—to cultivate home soil, yet seek foreign lands—to acclaim treasure when we find it, but to avoid calling brass gold—to follow in the trails of others providing they lead to fertile shores—and to establish a trademark that will become a sign of good books and constructive publishing."

The original offices were at 30 Irving



B. W. Huebsch, vice president of the Viking Press

Place. The first books were published September 18, 1925: "The Book of American Negro Spirituals" edited by James Weldon Johnson; and "Prairie," a first American novel by Walter J. Muilenburg.

On January 1, 1929, the Press moved to its present much more elegant quarters at 18 East 48th Street, where the modern reception room with the Rockwell Kent printer's mark inlaid in the floor bedazzled all

visiting authors and booksellers.

The original directors were Mr. Guinzburg, president; Mr. Huebsch vice-president; and Mr. Oppenheimer, secretary-treasurer. In 1928 Mr. Best became a director, and the secretary of the firm, Mr. Oppenheimer parting with one of his titles. In 1933, Mr. Oppenheimer resigned to go to Hollywood. Mr. Huebsch is in general charge of the editorial department, Mr. Guinzburg of the administrative, and Mr. Best of the promotion -but they all take a hand at everything and their functions are not sharply differentiated. Edward Garnett, the English critic, represents the house in England, and Stefan Zweig on the continent, but the firm has no definite publishing connection with any European house, though it frequently publishes certain titles in conjunction with English firms.

In 1930 May Massee joined the firm, to start a juvenile department. May Massee had begun her career teaching the young, and cordially disliked the occupation. She then went into library work at the Buffalo Public Library, specializing in work with children. Miss Massee then became editor of the Book List of the American Library Association. In 1922, she was lunching with Mr. Everitt of Doubleday, who was consulting her about a new juvenile department the firm was starting. The suggestions so impressed him that he persuaded her to head the department, which she did brilliantly for ten years. She is now one of the directors of the Viking Press. Among the books which the press has published since she was in charge are: Margery Flack's "The



Photo by Pinchot
Harold K. Guinzburg, president of
the Viking Press

Story About Ping" with lithographs by Kurt Wiese, Margery Bianco's "The Good Friends," "The Conquest of the Atlantic" with illustrations by the d'Aulaires, "Bluebonnets for Lucinda" with Helen Sewell's illustrations, "Get-a-Way and Háry János" and "Miki and Mary," both illustrated by the Petershams, and "Hansi" by Bemelmans.

The Viking Press has always been outstanding for the excellence of its book designing. Milton Glick graduated from Harvard in 1926, went to England and worked in the printing shop of the London Mercury, then for a while at William Rudge's and came to the Viking Press in 1928. He has established himself as one of the leading book designers and has not only tried to maintain a general excellence for Viking trade book format, but has had several books

selected for the Fifty Books of the Year, notably "The Letters of D. H. Lawrence" and "The Man of the Renaissance" by Ralph Roeder.

David Zablodowsky is editorial assistant; and Charles Margolin is treasurer of the firm. Marshall McClintock and Floyd Nourse head the sales staff. When Cortland Fitzsimmons left recently to go to Hollywood J. J. Mullen, who had been for fifteen years at Alfred A. Knopf, joined the staff.

In January, 1932, the Viking Press inaugurated its Protection Plan which protects the bookseller on all original orders for new books placed before publication (and therefore before he has had a chance to see the book and test its sale) by allowing full return privilege for 90% credit, the bookseller's share in the risk being only 10%. In 1934 Viking joined with Random House, Knopf and Smith and Haas in a joint shipping arrangement to facilitate deliveries, called K.M.V.



Photo by Pinchot

Marshall A. Best, secretary and general manager of the Viking Press

The average output is now only 40 titles a year not including Junior Books, which adds 10 or 12 more titles a year, the policy being to get maximum volume from minimum list, by careful selection and heavy promotion. The Tenth Anniversary List is now being prepared. It was planned to publish as the first book in 1935 Bruno Frank's "A Man Called Cervantes," but its choice by the Book-of-the-Month Club for a later month



May Massee, head of Viking Junior Books

has caused it to be postponed. It is expected that all these important Viking authors will have books on the Tenth Anniversary List: Elizabeth Madox Roberts, author of "The Time of Man"; Stefan Zweig, author of "Marie Antoinette"; Lion Feuchtwanger, author of "Power"; Erskine Caldwell, author of "God's Little Acre"; Arnold Zweig, author of "The Case of Sergeant Grischa"; Réné Fülöp-Miller, author of "Rasputin"; Dorothy Parker, author of "After Such Pleasures"; Franz Werfel, author of "The Forty Days of Musa Dagh"; Albert Halper, author of "The Foundry"; Joseph Roth, author of "Job"; and Alexander Woollcott, author of "While Rome Burns."

The year just ended has been Viking's most successful year, both in volume of sales and in number of titles on the best seller lists.

It should be mentioned in passing that Harold Guinzburg caused a small tornado to whistle through the trade when in November, 1926, he organized the Literary Guild, or more accurately when he began to advertise it in 1927; but as this was a personal connection of Mr. Guinzburg's and as the Viking Press had no official connection with it, those reminiscences will have to wait for another day. In 1934 Mr. Guinzburg severed his connection with the Literary Guild and the Junior Literary Guild, selling his interest to Nelson Doubleday.

THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

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RICHARD ROGERS BOWKER Publisher and editor to 1933 EDITORS

FREDERIC G. MELCHER

SANFORD COBB

ALICE P. HACKETT

ALBERT R. CRONE Publications Manager

LOUIS C. GREENE Advertising Manager

January 5, 1935

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

A Happy New Year

As THE BOOKTRADE pauses a moment at the beginning of the New Year to look back at



1934 it may well congratulate itself that those twelve troublesome months have left us with more real reason for optimism than the industry has had for several years. We have had New Years of foreboding, then of despair,

and, at last, a New Year of fresh confidence.

There are many things of significance woven into the fabric of this year, but reviving sales for books is uppermost in everyone's mind. Every recent perusal of retail sales figures has given encouragement, and a year's improvement of from 10% to 15% over 1933 seems probable, with 20% a common figure for the last two months.

In reviewing events of the past year the completion of codes as a culmination of the long weeks of discussion and adjustment will loom as the long to be remembered event of the year, and, whether we feel too inclined

to attribute the present improvements of business to the New Deal or to natural causes, the government which must take the blame for any shortcomings may claim the credit for the benefits which have accrued.

For our part, we are glad that 1934 brought the whole trade new experience and confidence in cooperative efforts. The code efforts made clearer than ever before the basic unity of the trade, while in value and influence the Joint Board made steady gains. The National Association of Book Publishers has added to its membership and influence, the A. B. A. showed its fighting power, and its warehouse undertaking has grown apace. We are glad that the year brought no more disasters than it did to established publishing houses and bookstores. The firms that have survived the storm are likely now to sail on with reasonable safety.

We believe that there is now a splendid chance to start in this year a rebuilding of the book distributing machinery to something adequate to its opportunities. If we try merely to reproduce the past, we shall be lost from the start, but if we can readjust and reshape trade plans, books can surely have their rightful place in this new era, for we are standing not only on the threshold of a new year but of a new era as well.

How About the Staff?

THE CRITICAL POINT of book distribution is the point at which the book actually passes into the hands of the customer. Author and publisher at this important moment are figures in the background who must rely upon the salesman to see that their books get to all the customers who will buy. The Christmas season is a severe test of selling techniques, and experienced hands and green clerks show up with their successes and their failures.

We sometimes wish that dictaphone records might be made of some of the encounters between customers and booksellers, in order that all parties involved might profit from their study. When salesmen fall down and fail to take advantage of easy opportunities to offer suggestions to customers, bookselling as a whole is adversely affected, as book buyers are only too willing to remember such shortcomings and repeat the stories of their experiences.

Suppose a potential customer asks the clerk for a particular life of Napoleon. The clerk

says that it is not in stock and turns away. The chagrined owner of the shop, hearing the abrupt reply, catches the customer in time to take him over to the section of Biography and History, where his needs, which were not as specific as they had sounded, were happily supplied.

Perhaps a customer asks for the limited edition of Edna Millay's new book. The clerk merely says it has been sold out, offering no further suggestion, despite the fact that the regular edition is available and

would have satisfied the customer.

A shopper enters the store and asks for a copy of "Good-Bye, Mr. Chips," and no one calls his attention to the fact that on the same counter is "Lost Horizon," which he would have bought as a plus sale.

These are fair examples of the kind of oversight which is repeated over and over again, and, unfortunately, such shortcomings are retold and are not offset by other stories which might be given of quick intelligence

on the part of salesmen.

If we were to suggest one added New Year's resolution to the bookseller, it would be to regard each customer contact not merely as an opportunity to increase sales totals but also as a chance to present the entire trade creditably. The book buyer expects a great deal from a none too well paid bookstore clerk, but none the less he expects it and the trade must endeavor to give the kind of service demanded.

Authors' Rights Upheld

THE SUPREME COURT of the United States has upheld the rights of David Graves George of Detroit, whose celebrated song, "The Wreck of the Old 97" had been reproduced by the Victor Talking Machine Company, and the Company has been ordered to

pay royalties on all back sales.

The song was written by Mr. George at the time of an actual wreck, and he set the words to the music of "The Ship That Never Returned." He sang the song in restaurants and other public places and it became widely popular, though it was not copyrighted. The Victor Company had a record made of it, which has had a wide sale.

This decision may prove important as an indication of the attitude of the Supreme Court toward questions of authors' rights, and has a bearing on the case of Alfred Kreymborg vs. Jimmie Durante, in which suit Kreymborg is claiming protection against Durante, who has used material from his poems on the air without permission. In the case of the infringement by Durante the material was copyrighted, but his attorneys have claimed that poetry is not protected against public performance. Harry Weinberger, who is carrying forward the case for Mr. Kreymborg, has filed an able brief, and the effectiveness of his argument is enhanced by this decision of the Supreme Court. In the one case "The Wreck of the Old 97" was actually produced on a record, then used for public performance, and in the other case the Kreymborg material was used in a public performance over the air.

Royalty Basis Shifts

THE TENDENCY among publishers to draw contracts on the basis of percentages applying to the total wholesale price instead of to the retail price has been very rapidly increasing in the last year following recommendations made by the Editorial Committee of the National Association of Book Publishers. For an equal return to the author, the percentages of royalty, of course, must be higher when it is applied to the wholesale price, but it is easier to keep the records, and the publisher can make his royalty report from his ledgers rather than from a separate record of the number of copies sold.

According to a recent total made by the Editorial Committee three times as many books were signed on this basis as in 1933.

A Beautiful Poster

IN THE MIDDLE of Christmas week there went into the hands of several million readers one of the most beautiful and suggestive book pictures that has ever been published, this being the Norman Rockwell two-page spread in the Saturday Evening Post of December 22nd. An unplanned stimulus to children's reading interest is a pleasant episode in the season. Mr. Rockwell has woven into the background of his picture a score of easily recognizable figures of children's literature, and the absorption of the boy and girl in their reading makes an attractive foreground for this picture of the land of en-The publishers of children's books and the children themselves will be pleased that the editors of the Post hit upon this very beautiful Christmas feature.

News of the Week

New Year Price War on Books Freed from Code

THE BLAST against the price maintenance provision of the Booksellers' Code which many had expected was set off by R. H. Macy & Company in the New York papers on New Year's Day, in the form of a sixteeninch 3-column ad announcing: "Tomorrow over 1,200 Books Freed from Price Fixing Provisions of the Booksellers' Code. . . . The high-price ban lifts. . . . The self denial their high-prices (the books) have imposed on you is now in the past. . . . Check this list-then hurry in to the street floor-or telephone or write or wire at once." Then followed a list of eighteen prominent titles published in the first half of the year and sixty less prominent titles in smaller type.

Most of the \$2.50 books included in this list were on Wednesday morning marked \$2.34, which seemed to suggest an intention on the part of Macy to cut six per cent less the habitual odd penny. The sales tax would bring the price to \$2.39. At Gimbel's, next door, the books were marked \$2.33. But these prices did not last long. By noon the next day a dozen more or so of the best-known titles had been greatly reduced in four New York department stores and by Friday prices on these leaders were down to the lowest possible under the Code, back, in fact, to where they were before the Code was signed.

The Macy ad on January 1st was followed by a Bloomingdale ad on the 3rd, using exactly the same amount of space and a very similar format. This ad read, in part, "To the public . . . Let's understand each other! Bloomingdale's has always been known for its low prices. We sell all our merchandise -including books-at these low prices. When the NRA Book Publishers' (sic) Code went into effect it provided that new books must be sold at not less than the Publishers' list price (1) for a period of not less than six months, and (2) in any event, for at least one Christmas season. Bloomingdale's has faithfully adhered to the Code rule. Now a Christmas season has passed and all books that were published prior to June 24, 1934, have had their day and are released from the price restriction. Like the classics,

standard works, and all other books published before that date, you can now buy them at Bloomingdale's usual low prices." The list of books contained in the ad was the same, with two or three exceptions, as that in the Macy ad.

At Gimbel's a sign on a table display of leading titles read: "NRA Code Allows Price Cutting. Many of the best sellers of 1934 may be sold for less than list price. As the time limit for price maintenance expires, these books may be obtained at Gimbel's greatly reduced prices."

NID A D : II : I

NRA Price Hearing Jan. 9

In response to inquiries concerning the scope of the hearing to be held January 9, 1935, on the price provisions of Codes of Fair Competition, the National Industrial Recovery Board has stated that it will welcome pertinent evidence on any topic to the extent that the evidence and topic are definitely related to price control or price stabilization. This includes, but without limitation, such subjects as the operation of fixed minimum prices, selling below cost provisions, mark-ups, loss limitations, open price filing with or without waiting periods, discounts, basing points, price reporting, resale price maintenance, cost accounting formulae and systems, free deals, consignment selling, and seconds. Production control, capacity limitations and machine hour limitations may be considered but only insofar as these relate to price control or price stabilization. The Board will hear evidence concerning the operation of price provisions both in general and under particular approved codes. hearing is not, however, concerned with proposals to amend any particular code.

It is the preference of the Board that oral presentations be limited to ten minutes, and in no event will such presentation exceed fifteen minutes. Briefs may be filed as a substitute for oral statements, or in addition to such statements.

Those who wish to present their views orally should file (a) their request to be heard, (b) their affiliation, and (c) their subject or topic with the National Industrial Recovery Board by noon, Tuesday, January 8, 1935.

Viking Team Wins Bridge Cup

MARSHALL BEST and Harold Guinzburg representing the Viking Press won a second leg on the Inner Sanctum Cup when they took second place in the Third Annual Bridge Tournament for book publishers held in the offices of Simon & Schuster on December 26th. Mr. and Mrs. Sidney Satenstein, representing the American Book Bindery-Stratford Press were in first place, but were ineligible for the cup, which may be won only by teams representing book publishers.

John Holwell and Frank Scrapowitz of E. P. Dutton & Company were third and Maurice Tobias and Joseph J. McConkey, of the American News Co., defending cham-

pions, were fourth.

The tournament was given by the American News Company which has held the cup during the past year, Simon & Schuster offering their offices for the occasion. The cup was first put up in 1932 by Simon & Schuster to celebrate the publication of "Money Contract" by P. Hal Sims, and was won that year by Marshall Best and Cortland Fitzsimmons of the Viking Press.

Eighteen pairs were entered in last week's tournament, representing the publishing houses of Farrar & Rinehart, Viking, Simon & Schuster, the American News Co., Dutton, Morrow, Coward-McCann, Covici-Friede, the Book of the Month Club, Modern Library, Dodd, Mead and the R. R.

Bowker Co.

Book Group Outlines Activities

A MEETING OF THE BOOK GROUP was held at the Roma Restaurant in New York on December 17th to outline activities for the coming year and to appoint various committees to do the work. Entertainment was supplied by Captain Cornelius Willemse, author of "A Cop Remembers" and "Behind the Green Lights."

The Book Group is an unrestricted organization of members of book publishing houses, libraries, bookstores, literary groups and writers, which has as its objective the welding of liberal opinion of all natures, recognizing the force of books as an educational tool. The Group's immediate plat-

form has three points:

1. The compilation in pamphlet form of a seasonal list of socially desirable books.

2. The newspaper syndication, gratis, of

book reviews of the important new "radical" novels, biographies and serious non-fiction books. Two sets of reviews have already been sent to some 350 Labor and liberal newspapers and to University dailies.

3. The formation in cities outside New York of literary circles and discussion groups to argue questions of a radical nature.

The Book Group as such has no affiliation with a political party. In its early stages it was affiliated with the League for Industrial Democracy, but last year, feeling that it would be able to work better alone, the Book Group dropped this connection.

There are now about 250 members of the Book Group in New York City. Inquiries regarding membership should be sent to Melrich V. Rosenberg, 386 Fourth Avenue.

I. T. U. Sets 40-Hour Week

A REFERENDUM DECISION, effective January 1st, prohibiting subordinate unions from making a work contract in excess of 40 hours a week has been made by the International Typographical Union. Woodruff Randolph, secretary of the I.T.U., states that 781 locals of the organization will be affected by the decision. At the same time the Union made it optional for local unions to levy up to 3% of wages for unemployment relief, as against the previous limit of 1%.

Under the existing system local unions in newspaper offices were limited to a maximum of 48 hours a week, while those in commercial printing plants had the 40-hour maximum. However, most newspaper unions had been operating on a basis of 45 hours a week.

Library Expansion Program Discussed by A. L. A.

THE LEADERS of the American Library Association met last week in Chicago for a midwinter conference with leaders present from

every part of the country.

The Association leaders are taking up energetically and enthusiastically the programs for national and state planning for library work. Carl H. Milam, executive secretary of the Association, said that no proposal of the Association in many years had awakened such uniform and prompt response from the membership as this. Forty-four states have now formed planning boards and have projects for state planning and library service under way.

The project for a national program of libraries was outlined in detail and a planning board for presenting this educational project to Washington will be immediately appointed. The project outlines the country's library needs and asks for appropriations from \$50,000,000 to \$100,000,000.

The State of Illinois is to present two bills before its Legislature, about to meet, one calling for \$600,000 for books to be used throughout the state and one for \$2,000,000 to be used in developing statewide service to

2,000,000 people not now served.

Nation Honor Roll for 1934

FOUR AUTHORS were included in the anual Roll of Honor of *The Nation*, which appeared in the January 2nd issue of the magazine. Constance Rourke, author of "Davy Crockett" was cited as one "who continues to apply great imaginative gifts and her talent for creative research to the important but little-heralded task of incorporating American backgrounds into American conscious-ness." Louis Adamic was cited for "The Native's Return," "which happily combines the best features of literature and propa-ganda." Edna St. Vincent Millay was named for "Wine from These Grapes," "in which is demonstrated her capacity to sustain and develop her lyric inspiration." Peggy Bacon was chosen for "Off with Their Heads," "a volume of caricatures each accompanied by a brief word picture as witty and incisive as the drawings themselves."

Chamber of Commerce Approves Continuing Revised NRA

THE UNITED STATES CHAMBER OF COMMERCE, by a referendum vote of the commercial and trade organizations in its membership, stands committed to work for legislation continuing the NRA after its expiration in June, but with revised labor clauses, curtailment of government power and the formulation of rules of fair competition left to industry.

Fourteen propositions were included in the referendum. These were:

1. The national industrial recovery act should be allowed to terminate with its present provisions.-For, 1,693; against, 251.

2. Prior to the expiration of the national industrial recovery act new legislation should be enacted.

-For, 1,495; against, 419.

3. Any new legislation should be limited to businesses engaged in or affecting competition in interstate commerce.—For, 1,466; against, 388.

4. Each industry should be permitted to formulate and to put into effect rules of fair competition which receive governmental approval.—For, 1,779; against,

5. The governmental agency should have only the power of approval or veto, without power of modifi-cation or imposition, but with power to indicate conditions of approval.-For, 1,779; against, 100.

6. The governmental agency should be a board or tribunal appointed by the President.-For, 1,749;

against, 112.

7. Rules of fair competition formulated by a clearly preponderant part of an industry as suitable for the whole industry, with due consideration for small units and approved by the governmental agency, should be enforceable against all concerns in the industry.—For, 1,724; against, 153.

8. In any new legislation it should be made unmistakable that collective bargaining is bargaining with representatives of all groups of employees that desire to act through spokesmen, without the right of a minority group to deal collectively or the direct right of individual bargaining being precluded.—For,

1,822; against, 67.
9. It should be made explicit that the right of employees to choose their own representatives is to be free from coercion from any source.—For, 1,884;

10. There should be extension of the condition in one type of employees' organization to a condition against requirement of membership, or non-membership, in any type of labor organization.—For, 1,844;

11. Rules of fair competition should always contain provisions for minimum wages, for maximum hours of work, and against child labor.—For, 1,731;

12. There should, upon reasonable notice, be an express right of termination corresponding to the right of invitation and presentation of rules of fair competition which have been approved, and a similar right in the governmental agency.-For, 1,770; against, 112.

13. There should be opportunity for members of an industry to enter into agreements other than which, when approved by the governmental agency, will be enforceable against parties to the agreement.

—For, 1,632; against, 200.

14. The new legislation should make clear that its provisions, so far as compliance with them is concerned, supersede any other statute which might appear to conflict.—For, 1,791; against, 76.

Corrections

By an unfortunate error the authorship of "The Descent of the Atom," published by Lothrop, Lee & Shepard, was credited to Dr. Kirtley F. Mather in the Fall Announcement Number of the Publishers' Weekly. The book is anonymous.

"The Life and Work of Andrew Sloan Draper," by Harlan Hoyt Horner, published by the University of Illinois Press, was listed incorrectly in the Weekly Record of December 8, 1934. The author's name was spelled

Harner instead of Horner.

December Business Encouraging

REPORTS OF DECEMBER BUSINESS from all over the country are extremely encouraging. Bookstores have seemed to follow the general trend upward, and there are indications that increases of from 10% to 20% over last year's business are the general rule. The total retail sales for the country are estimated at \$29,000,000,000, the largest since 1931, with average increases of 14% or 15% are found.

The New York *Times* on December 30th printed 1935 forecasts from a score of leaders in the retail field, and all found increased encouragement for next year from the sales of the past few weeks. The only merchant who based his hopefulness on elimination of price-fixing was Percy Straus, president of R. H. Macy & Company.

R. H. Macy & Company.

Dr. Paul H. Nystrom, vice chairman of the National Retail Code Authority, said, "Retailing begins 1935 with a sounder foundation and better prospects than at any time during the past four years. If new and unforeseen difficulties do not arise to prevent it, retail volume should show steady increases during the coming year. Competition will be keen. Skill in advertising and selling will rise. Training will again become important. It is going to be profitable to discover, develop and encourage promising employees."

B. C. T. Banquet Held

THE FIFTIETH ANNUAL BANQUET of the Brotherhood of Commercial Travelers at the Waldorf-Astoria Hotel December 27th, was celebrated in a "Golden Anniversary" atmosphere, with the "old-timers" and the younger members about evenly divided.

While the reception was in progress, before dinner, the maitre d'hotel, the famous "Oscar" came in to welcome and in a brief address, he reminded the Brotherhood that this was the twenty-fifth year since he began to entertain them at the Waldorf, and he felt proud indeed of this unusual record.

Several guests were called upon by the President, John F. Winters, for a brief talk. Harry Gould, President of the American News Company and William R. Barnes, President of the Booksellers League congratulated the Brotherhood on its wonderful record, Mr. Barnes mentioning that incidentally 1934 is the golden anniversary of his entry into the book business in Chicago. Sol Ab-

bott, formerly with Stern Brothers, New York, who has just completed a long period of work on the various Codes at Washington Headquarters, sketched in a clever vein his reaction to the effects sought for in this field of government work. He expressed, however, a very cordial endorsement of the objectives of the book publishing code, for very clear and obvious reasons. A toast was proposed to honor a beloved friend of many in the Brotherhood, absent through illness, Charles A. Burkhardt, retired buyer of Dutton's Book Shop.

A handsome booklet entitled "50 Years of Good Fellowship in the B.C.T." was presented to each guest. Of this brochure only 110 copies were printed, each numbered and signed by the President, John F. Winters. A number of the copies were passed around for the autographs of those present. To-wards the close of the evening two of these copies, completely signed, were offered at auction to help meet expenses. The bids brought \$5 and \$6 respectively. Both of them were bought by Michael S. Mill, a salesman for the former firm of Barse and Hopkins, and then he at once presented them to W. J. Barse and John H. Hopkins, both being present. The brochure contains a brief historical sketch of the B.C.T. from the *Pub*lishers' Weekly.

Associated Book Travelers Celebrate Tenth Anniversary

One of the YEAR-END PARTIES, contributing much to the gayety of the season, was that which was held by the "younger" travelers on December 28th at the Commodore Hotel, on the tenth birthday of their organization. To Al Clinch, chairman, and to Harry Snyder, "Gus" Gehrs and Leon Welker of the Entertainment committee, orchids for providing "Chris" Morley, as toastmaster, and Talbot Mundy, Captain Felix Riesenberg and T. A. ("Macaroni Ballads") Daly as speakers—as entertaining and as balanced a program as we have listened to.

The honor of presiding on this, the tenth anniversary, fell to Hobart T. Olsen. The officers elected for the ensuing year were: for president, F. Allan Clinch, Appleton-Century; vice-president, E. H. Ziegler, Doubleday, Doran; secretary, George Hecht, Doubleday, Doran, and treasurer (again), Leon Welker.

Another Student Library Prize

To the Growing List of colleges which award prizes for the best students' libraries is now added Connecticut College for Women in New London, the prize being made possible through the interest of Charles E. Rush, Assistant Librarian of Sterling Library, Yale University, whose daughters have been attending Connecticut College.

The prize is to consist of \$50 in books, to be awarded each May to the senior who has "(a) Acquired the best personal library; (b) given evidence of discriminating judgment in the selection of titles, supplementing her interests while in college and forming the nucleus of an interesting library for fu-

ture years.'

Two judges, to be appointed by the President of the College, will be governed in their decision by the fact that the books shall be the personal property of the contestants, shall show evidence of having been used profitably, and bear suitable book plate or other ownership inscription; neither the total number of books nor their money value shall be a determining factor; titles of a distinctly textbook character shall be excluded; particular attention shall be given to the personal taste used in selection and to the care with which a special interest has been followed.

A Newspaper Story That Does Not Appear in "City Editor"

A COUPLE OF YEARS AGO a telephone call came in to the *Herald Tribune* during Stanley Walker's absence. The voice identified itself as Henry Fairfield Osborne and went on to say that a group of devoted scientists, having discovered a tribe of unusually intelligent apes, had decided to abandon civilization and live for some years among the apes, following exactly the same manner of life as the primates.

He told this fantastic story so plausibly, with so many names and so much scientific jargon, that the piece was written up and almost got into the paper. Walker returned to the office just in time, however, and recognized to the office just in time, however, and how in the office just in time, however, and how in the office just in time, howeve

nized the whole thing as a hoax.

He was naturally pretty angry, and cast about in his mind for a possible perpetrator. For some reason he hit on Beverly Smith (as God is his judge, Smith says he was innocent) and plotted a fiendish revenge. He directed his secretary to cut out a hundred different come-on coupons from all kinds of magazines, fill in Smith's name, address, and private telephone number, and mail them off.

When Mr. Smith came home a couple of days later, three men were waiting in his apartment. One had brought a sun-lamp, to give him the demonstration treatment he had asked for, another had his car ready to take him out to look over lots in Nature's Wonderland, and the third was ready to give him his first lesson in typewriting. When he had got rid of them he found the heaviest mail in months—about forty letters outlining a course in detective work, promising to get him a job as steward on a trans-Atlantic liner, telling him how to increase his will-power, enlarge his biceps, learn shorthand, become an accountant, cure his baldness, start a silver fox farm, achieve Dynamic Tension, raise rabbits, throw away his glasses, match pants to any suit, expose card sharps, become a Diesel Engine Engineer, straighten his nose, and become a ventriloquist.

That was the beginning of the deluge that went on for weeks. Cases of books arrived; exercise contraptions were delivered, and, before Smith had a chance to warn the apartment house porters, a couple of cases were paid for at the door. At least thirty salesmen arrived in person, with long explanations and apologies necessary in each case.

The only advice Mr. Smith took was on the detective work—he finally traced the diabolic plot to Stanley Walker, and then attempted a counter-attack, in which one of his lawyer friends, impersonating a U. S. postal inspector, telephoned Walker and talked about criminal prosecution. But the time had come to end it, so Walker and Smith convened over a highball in Bleeck's and confessed all. But Beverly Smith still gets an occasional wistful follow-up letter from the will-power man, or the rabbit fancier.

Two New Publishers Use A.B.A. Clearing House

THE BOOKS OF Arrow Editions and the Georgic Press will in the future be housed at the A.B.A. Clearing House, and booksellers can pick them up there.

Fiction Reading Decreases

FICTION READING has decreased in 1934, but the reading of non-fiction has steadily increased, according to a statement issued today by the American Library Association at its midwinter conference in Chicago. The trend in fiction reading is definitely away from the sophisticated or psychopathic type of novel and toward more wholesome and less morbid literature. The "back to the soil" type of novel is increasing in favor, librarians report, while western and mystery stories are giving way, to some extent at least, to historical romance and adventure tales—particularly stories of actual adventure such as the Byrd expeditions and the flights of noted aviators of the day.

That people are interesting themselves less in the maladjusted individual and more in an ill-adjusted society is advanced as the reason for the decline in psychopathic literature and the continued popularity of books on current world movements—works in the fields of economics, political and social sciences, history and biography—which lead in the number of non-fiction readers.

Interest in books on success, personality building, philosophy and religion remained strong. Practical books on salesmanship, stenography and business practices were still in great demand by hopeful job-hunters, the report shows, as were works in the natural sciences, especially those written in less technical terms.

Book talks over the radio and book reviews in the newspapers are quickly reflected in calls at the public library for the titles discussed, librarians state, and moving pictures send people hurrying to the public bookshelves for information. It is not even necessary for the cinema attraction to be based on a book to direct public reading; mere references in a photoplay to an historical incident or a quotation is sufficient.

Russia and Germany are the foreign countries most read about, the report reveals, while the calls for books about travel "anywhere, anyhow, any time" have increased.

Several libraries report an unusual gain in the circulation of purely cultural books on music and art and for pure literature such as poetry, drama and essays. Hobbies and handicrafts sent many to the library also in 1934.

Drop Catalog Tariff

The British government has announced that "catalogs, not being trade catalogs and advertising material not being trade advertising material" are now added to the free tariff list. This change has come about through the energetic initiative of Stanley Unwin, who made a protest against the imposition of a 20 per cent duty on a bibliography published by the Institute for Intellectual Cooperation. Mr. Unwin pointed out that the keeping out of bibliographies from England simply handicapped English scholars and librarians without giving any protection to the English printing trade.

The House of Routledge

Again, as has been the case with increasing frequency in the past few years, the history of book publishing has been made the subject of a most readable book. This time we are indebted to F. A. Mumby, author of "Publishing and Bookselling," the best general history of the profession, and to George Routledge & Son, who have taken the occasion of its hundredth anniversary to engage Mr. Mumby to tell the story of that famous house. No volume on nineteenth century publishing history, except possibly the "Hundred Years of Publishing," which was the story of Chapman & Hall, gives a more interesting picture of the backgrounds of present book publishing activities. "The House of Routledge" is the story of the year by year effort of a great publisher to reach out to the popular markets for books, or, as Mr. Mumby calls it, to supply "literature for the millions." This ambition was the prime motive behind the energetic career of George Routledge.

"One hundred years ago," said Mr. Mumby, "not more than one publication in fifty paid its expenses. Mr. Routledge after a brief experience in the remainder business reached out for the average reader. He had begun in the days of the trade auctioneer when publishers prepared catalogs and invited the retailer to come to their trade sales where recently published books were offered at less than the trade discounts and still lower for cash. Thus, as so often since, remainders became the curse of the market. Mr. Routledge prepared the way for his many popular libraries with a series called *The Railroad Library*, first launched in shilling form in

1848. He understood the type of reading the common people wanted. Not for him the 'silver-fork' fiction of society and snobocracy which had its heyday in the '30's nor the fashionable circulating libraries that had been established many years before. Annuals and three-volume novels at a guinea and a half were the popular books of that day.

"W. H. Smith & Son were just starting their unrivalled system for newspaper distribution, and Routledge's Railroad Library fitted neatly into that distributing system, forecasting the experience of later successful distributors of popular series that the books must be fitted to the distribution agency

available.'

International copyright did not exist, and English publishers picked up American books just as freely as American publishers picked up English books. In 1852 Routledge was one of the many publishers who issued "Uncle Tom's Cabin," which caught attention so quickly after a five-column review in the *Times* that it was selling at the rate of several thousand copies daily. This publisher also bought over the publication rights of Bulwer Lytton, whose novels were then at the top of their popularity, and put them into the shilling series, having paid £20,000 for the rights.

The Railroad Library led to the cheap series known as "yellow backs," which are known to every collector of nineteenth century fiction, most of whose millions of volumes have gone the way of other perishable

material.

The next great contribution to English publishing from the House of Routledge was their leadership in that great period of illustration of the '60's beginning with the sumptuous edition of Longfellow illustrated by Sir John Gilbert, engraved by Dalziel Brothers. This enterprise led to the investment in an illustrated Shakespeare with Gilbert illustrations, the plates of which alone cost £ 10,000, and which was followed by Woods' "Natural History," which was a monumental success. It is estimated that the Dalziel Brothers, who did most of the work on the "Natural History," received for their part alone £50,000.

Even more famous than these illustrated books of the '60's was the connection of Routledge with the illustrated children's books, printed by that master lithographer, Edmund Evans, and glorified by the work of Walter Crane, Randolph Caldecott and Kate Greenaway. Crane had already done much work for Routledge in the covers for the famous yellow back series. One of the first books Crane did was "The Railroad Alphabet," published in 1865. In 1876 he began for Routledge the famous series, which included "The Yellow Dwarf," "The Hind in the Woods," etc. The problems of production were so great that as many as 50,000 copies of a single book had to be sold in some cases before the enterprises became profitable. In 1873 the same combination of artist and printer produced "The Baby's Opera," of which the first edition of 10,000 copies was soon exhausted.

In 1877 Randolph Caldecott was drawn into the field, having captivated people with his delightful drawings for Washington Irving's "Bracebridge Hall." They began to work together in a series of shilling books, including "The House that Jack Built" and "John Gilpin." The sales grew until first editions of 100,000 copies could be printed and sold. 1878 was another red letter year, for Routledge and Evans were again responsible for the production of the series of Kate Greenaway successes, "Under the Window." First editions are now rare items, and yet 70,000 copies were sold in England alone. In 1883 100,000 copies of the first Kate Greenaway Almanack were sold, still another example of the extraordinary popularity of these books.

George Routledge lived to be seventy-five, dying in 1888. The business passed to Robert Warne Routledge and Edmund Routledge, his sons. Both brothers died by the end of the century, and the business was reorganized and later formed an important amalgamation with Swann Sonnenschein Company and with Keegan Paul, Trench,

Trübner & Company.

Connecticut Plans Museum to House Brasher Paintings

THE STATE OF CONNECTICUT, at the suggestion of Governor Cross, is to erect a museum to house the original bird paintings of Rex Brasher which are now at his home in Chickadee Valley, Kent, Conn. Mr. Brasher himself colored the sets, all of which have been sold to subscribers during the past three years. The State has taken a step of great importance in preserving the great set of pictures where automobile travelers and all interested can easily reach them.

News from Publishers

COVICI, FRIEDE will celebrate the completion of six years of publishing by moving on January 10th to more spacious offices at 432 Fourth Avenue, from their present offices at 386 Fourth Avenue. The firm was founded in 1928 when Pascal Covici, who had been in the publishing business in Chicago for more than 10 years, joined forces with Donald Friede, then recently resigned as vicepresident of Horace Liveright, Inc. A few months after the firm was founded, Joseph Margolies, the buyer for Brentano's, came to Covici, Friede as sales manager. At first Covici, Friede specialized in publishing expensive and limited editions, but with the tremendous success of "The Well of Loneliness," published in 1928, a more general list was developed.

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The first choice by William Soskin for the Book of the Month of the New York American, Chicago Herald-Examiner, Los Angeles Examiner and San Francisco Examiner is "The American Diplomatic Game," published January 15th by Doubleday, and reviewed on that date by Mr. Soskin.

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On June 27, 1918 the Thomas Y. Crowell Company sent some information to a customer about books in response to his own request. Sixteen years later—the day before Christmas this year—the customer's letter came back with the order written on the reverse. "Please rush the order," it said, "as I wish to give the books for Christmas." The books were shipped without delay.

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A book of 50 prize-winning essays on "An Appreciation of the Gilbert and Sullivan Operas" will be published by The Bass Publishers, 509 Fifth Avenue. The publication of these essays is prompted by the excellence of the entries received to date in the contest (announced earlier this year) which will close on January 31st. The Bass Publishers also announce that they are projecting a complete Gilbert and Sullivan Library to include stage guides and prompt-books for all of the Savoy operas.



Jerome S. Meyer

Mr. Meyer will head Doubleday's new department, Heyday House, which will
publish game and puzzle books

When the first copy of "For Pierre's Sake and Other Stories" by Annie Fellows Johnston, author of the *Little Colonel* series, was sold, L. C. Page & Co. figures it had sold 1,236,387 copies of all of Mrs. Johnston's books. These records aren't complete, though, they include only those books for which an actual record is at present in existence. A fire destroyed many valuable Page statistics some 24 years ago.

One of the most important of the spring novels is "Europa" by Robert Briffault, on the Scribner list. After spirited bidding between three well-known London publishers, whose representatives happened to be in New York at the same time, the English publishing rights to "Europa" were secured by Harrap's of London, through George C. Harrap. The advance on the book is said to be the largest paid by any English publisher for an American novel in the past 20 years.

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Commencing with the 1935 season the firm of John H. Hopkins & Son will enter the publishing field in a more extensive manner. While the first publications will consist of the popular type of fiction, it is planned later on to publish books of a more serious and general nature. The first three publications, scheduled for April, May and June will be "light, wholesome romances."

On January 2nd, William Farquhar Payson became affiliated with the Georgic Press, a publishing house which was founded several years ago to publish certain specific books outside the regular publishing field, and which has recently become the property of the Georgic Society. The managing director is A. J. Hammerslough who directed the activities of Long & Smith up to its bankruptcy last March.

Mr. Payson this week told a representative of the Publishers' Weekly that he had sometime since reached the conclusion that the day of the one-man business, in publishing as in other lines of endeavor, was definitely passing, due to the complexity of business conditions at the present time. His first attempt at a solution was to entrust sales, billing, bookkeeping and shipping to a much larger firm, but the result, in spite of a definite saving in overhead, was definite loss of momentum and of individuality. The present arrangement, Mr. Payson feels to be actually satisfactory in that the publications of the Georgic Press are wholly non-competitive and that the two firms are more nearly comparable in size and importance.

Simultaneously with William Heineman of London, William Morrow will publish Enid Bagnold's "National Velvet" on March 27th, three days before the Grand National. One of the climaxes of the story is the winning of the Grand National Sweepstakes by the heroine of the story. It is rumored that Enid Bagnold was the charming anonymous "Lady of Quality" who wrote "Serena Blandish or The Difficulty of Getting Married"—from which S. N. Behrman fashioned the successful play in which Ruth Gordon was the star.

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In the advertisement of the Tuttle Company, Rutland, Vermont, for Merle Graves' "Bubblin's and B'ilin's at the Center" on page 2133 of the December 15th *Publishers' Weekly*, the price of the book was inadvertently omitted. The price is \$2.50.

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The price of "Psychology and Life" by Leslie D. Weatherhead (Abingdon), which was listed in the religious book section of the October issue of *Books of the Month* as \$1.25, was in error. The book will be published in January at \$2.

Noble and Noble have taken over from the author's agent the publishing and selling rights of "One Hundred New Declamations" by Lester Boone. The price is \$2.50.

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Coward-McCann has taken over the publication of "Bible Stories As Told to Very Little Children" by Bessie Edmond Andruss, which has been out of print for almost a year, and has made it available again at the price of \$2. The book was formerly published by Rae D. Henkle.

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Helen Fish of Stokes has discovered that the literary year is now complete!

Captain January—Laura E. Richards
February Hill—Victoria Lincoln
We Must March—H. W. Morrow
Enchanted April—Elizabeth
Nuts in May—Eleanor Farjeon
June Moon—Ring Lardner
July '14—E. Ludwig
August—Knut Hamsun
Fortnight in September—R. C. Sherriff
October Orchard—Mary A. Taylor
Now in November—Josephine Johnson
December Night—Willa Cather

To say nothing of No Second Spring and Years Are So Long.

Prosperity Notes

EIGHTY-FOUR PER CENT of the members of the Economic Credit Council of the National Association of Credit Men anticipate better business conditions in 1935 than existed in 1934. Two per cent believe conditions will be poorer, and 14 per cent think they will be about the same in 1935 as in 1934.

Authors and Others

John Strachey, author of "The Coming Struggle for Power," arrived in New York on December 24th, with his wife, the former Celia Simpson, and their not quite one-year-old son. He will remain in this country for three months and will deliver more than 50 lectures, appearing in most of the principal cities of the United States. Covici, Friede tells us that "The Coming Struggle for Power" is now in its 8th edition. Mr. Strachey's new book "The Nature of the Capitalist Crisis" will be published sometime in February.

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Alexander Woollcott has picked a list of

ten books published in the past five years that have given the most abiding satisfaction. They are "Vile Bodies" by Evelyn Waugh, "God and My Father" by Clarence Day, "The Lives of a Bengal Lancer" by Major F. Yeats Brown, "Good-Bye, Mr. Chips" by James Hilton, "Life Was Worth Living" by Graham Robertson, "The Martial Spirit" by Walter Millis, "Stepping Westward" by Laura E. Richards, "Mutiny on the Bounty" by Charles Nordhoff and James Norman Hall, "Shadows on the Rock" by Willa Cather and "The Whistler's Room" by Paul Alverdes.

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Maureen Fleming, author of "Elizabeth, Empress of Austria," which will be published on January 11th by Claude Kendall and Willoughby Sharp, is Mrs. Robert Schirmer, the wife of the well-known music publisher.

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Zora Hurston, author of "Jonah's Gourd Vine" (Lippincott), was so successful with her recent lectures in Chicago that she has been asked to speak at Baltimore, Cincinnati, Minneapolis and several other cities. Carl Van Vechten, who makes a hobby of photographing celebrities, took pictures of Miss Hurston and Gertrude Stein on a re-

cent visit to Chicago. A collection of Mr. Van Vechten's photographs of Miss Stein was on view at the Gotham Book Mart this month, as a part of an extensive exhibit of Gertrude Stein first editions which will be described in detail in the January 19th issue of the Weekly.

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Francis Hackett took several years to write his biography of Francis the First. When he turned the manuscript in to Doubleday last summer he was well pleased with it, but when he started reading the galley proofs he found that changes were necessary, so he inserted 10,000 new words, revising the whole book. It is on the Doubleday spring list.

Bookshop Notes

IRENE NEUMAN who, for two summers, ran a bookshop at Rockport, Mass., opened The Mariners Bookstall and Print Shop at 434 West 238th Street in New York City on Nov. 10th. The new shop is in the heart of the shopping center and within a short distance of many private schools where Miss Neuman plans to hold book exhibits from time to time.

The shop is long and narrow and has two



Interior of the Mariners Bookstall and Print Shop, recently opened in the Bronx, New York City, by Irene F. Neuman

display windows. The walls are buff, the ceiling white and the bookshelves are painted a warm gray. Two tables in the center are devoted to current books and on the walls Miss Neuman has hung colored maps and etchings by American artists, a specialty of the shop. There are children's books, art books and a rental library.

The first issue of a monthly book review sheet, "The Bookstall Barometer" will appear in January. It will discuss events of interest occurring at the shop. The book review sheet, itself, will be called "The Mariner's

Log."

And in Miss Neuman's own words "The Mariners Bookstall has sailed into home port, colors flying, leading all Clipper Shops. Heave to my hearties—Hear ye—all good seamen and landlubbers!!"

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Since November 6th, Ruth Wolfe Fuller has been giving a series of talks on current literature in the Community Theatre, Wellesley, Mass. The series is sponsored by the Hathaway House Bookshop and the talks are given on alternate Tuesdays. A recent talk at the Hathaway House Book Shop sold 20 copies of "Mary Poppin." This is one of eight series of regular groups, meeting every other week, which Mrs. Fuller conducts. The Newton Center group is sponsored by the Langley Book Shop. Gloucester group is sponsored by the College Club there and the Gloucester Book Shop and the Gloucester group. Mrs. Fuller is well-known in New England as a speaker and last year was one of three lecturers in a course sponsored by the University Club of Boston.

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A trained nurse bought a copy of Sigmund Spaeth's "The Facts of Life in Popular Song" at the Stamford Bookstore last week, but returned it saying it wouldn't do, as she had bought it to enlighten a young girl.

Changes in Management

Salem, Mass.—The Book Shop at 319 Essex Street has been sold to Mrs. Mary E. Mason. The shop was started in November, 1921, by Mrs. Dyer and Miss Fabens who have run it up to its present sale.

Obituary Notes HORATIO ROOT HARPER

Horatio Root Harper, grandson of John Harper, one of the founders of Harper & Brothers, died in Salem, Mass., on December 15th at the age of 76. Mr. Harper was connected with the firm for many years but had retired in 1899.

GEORGE H. GRUBB

GEORGE H. GRUBB, director of the London branch of G. P. Putnam's Sons, died on December 8th at his home in London. Mr. Grubb joined the firm in 1888 at the age of 13 and became a leading figure of the firm both here and abroad. He wrote for some years a monthly column on London booktrade news for the *Publishers' Weekly*.

ROLAND B. DIXON

Professor Roland B. Dixon, a member of the anthropology department at Harvard University, died on December 20th at the age of 59. Professor Dixon, who was graduated from Harvard in 1887, joined the department as an assistant immediately after his graduation and in 1916 a full professorship was awarded him. His books include "Chimariko Indians and Language," "Racial History of Man," and "Building of Culture."

First Class Mail

Newton Centre Massachusetts Dec. 5, 1934

Editor, Publishers' Weekly:

I suppose lack of space to fill up the issue prompted you to print the rhymed complaint signed "Rusticus Verminvertor," though it hardly excuses you. Only through intelligent and whole-hearted coöperation with publishers can booksellers hope to better their lot, and it is surely ungracious of them to ask for more than publishers are willing to give them.

Just as the aims of capital and labor are identical underneath (i.e., it is undesirable for labor to starve), so are those of publishers and booksellers. Very seldom in the history of bookselling, comparatively speaking, have the publishers left the booksellers to starve, and I doubt if it is their real intention to do so now.

As for the veiled threat not to handle books from publishers or under terms which do not measure up to standard, surely Rusticus knows that though a worm may turn it can never stand up straight and throw out its chest.

NORMAN A. HALL

GAY'S FABLES STOLEN

Chaucer Head Book Shop 22 E. 55th St. N. Y. C.

Editor, Publishers' Weekly:

Would you kindly publish the fact that a copy of John Gay's Fables, first edition, 2 vols. in one, bound in full crushed brown levant-morocco, gilt backs and edges, by Riviere; London, 1727-1738, has been stolen from our shop? We suspect a short, dark, rather heavy-set man, speaking with an accent. He wore a flaring overcoat and soft brown hat. We would appreciate your cooperation.

Sincerely,

H. A. LEVINSON

AN INTERESTING FIND

339 Lexington Ave. Brooklyn, N. Y. Nov. 28, 1934

Editor, Publishers' Weekly:

Having never seen or heard of a copy of the following item I take great pleasure in presenting it to you. While it may not be of any great value it is, I think, interesting.

"Novelas Españolas, etc." Brunswick, 1830. This item was edited by Henry W. Longfellow, as is generally known. However, my copy contains page 13 twice; i.e. pages 13 and 14 where 15 and 16 should be.

There are numerous changes evident in the two pages, as follows:

Page 13, line two, nati-; duplicate, na-.

Page 13, line three, veía; duplicate, veia.

Page 13, line four, águila real; duplicate, Aguila Real.

Page 13, line 17, fué cu-; duplicate, fué. Page 13, line 23, sol; duplicate, Sol.

Page 13, line 24, monta-; duplicate, mon-.
JAMES J. KANE

[This work was by G. M. Montgomery, son of an American merchant in Spain. Longfellow edited it and wrote the preface. There were two issues in 1830, distinguished by other points than those indicated in Mr. Kane's letter. Ed.]

McGraw-Hill Takes Over Falcon Press Titles

EFFECTIVE JANUARY 2ND, the McGraw-Hill Book Company has taken over a number of titles formerly published by the Falcon Press. The titles are:

McCracken—"Value Theory and Business Cycles," \$4.

Cycles," \$4.
Bingham and Rodman—"Challenge to the New Deal," \$2.50.

McCall—"Tested Collection Letters," \$4.

Breitigam—"Dare to Live," \$2.

Greenbie—"The Arts of Leisure," announced for publication by the Falcon Press, will be taken over by Whittlesey House and published in February.

Palmer—"Tested Sales Letters," announced for publication in the spring by the Falcon Press, will be published by McGraw-Hill about May 1st.

Union Sets Up Job Bureau

THE LITERARY TRADES SECTION of the Office Workers' Union has established a Placement Bureau at 504 Sixth Avenue, New York City. Anyone who has had experience as office worker, or in editorial, advertising or publicity work in book publishing, retail bookselling or magazine publishing, may register.

Changes in Price

D. APPLETON-CENTURY COMPANY

The price of Corneille's "Cinna," edited by Professor Lawrence M. Riddle, has been reduced from \$1.50 to \$1.25.

GREENBERG: PUBLISHER

The prices of "Modern Cook Book" and "Modern Salad and Desert Book" by Mabel Claire will be increased from \$1 to \$1.50, effective January 1st.

HARPER & BROTHERS

(Business Book Department)

The price of the new printing of "Commodity Exchanges" will be reduced from \$5 to \$3, effective approximately January 28th.

LITTLE, BROWN & CO.

The prices of all the volumes of the Beacon Hill Bookshelf were increased from \$1.75 to \$2 on January 2nd.

DAVID McKAY CO.

The prices of "Adventures of Mickey Mouse. Book One," "Adventures of Mickey Mouse. Book Two," "Mickey Mouse in Giantland" and "Peculiar Penguins" have been increased from 35 cents to 50 cents each.

C. C. MUELLER PUBLICATIONS

The prices of "American Ryes" and "Wines" will be reduced from 75 cents to 50 cents each on January 15th.

Market News

One Month from Now-A Forecast

THE IRON MOTHER, by Charles Braibant. Harper, \$2.50.

SCIENCE AND SOCIAL NEEDS, by Julian Huxley. Harper, \$2.50.

AVOWALS AND DENIALS, by G. K. Chesterton. Dodd. Mead. \$2.50.

SPANGLED BANNER, by Victor Weybright. Farrar & Rinhart, \$2.50.

SPIN A YARN, SAILOR, by "Sinbad." Lippin-

THE UNITED STATES IN THE WORLD CRISIS, by Allan Nevins. Dodd, Mead, \$2.

THE PIPE DREAM OF PEACE, by John W.

Wheeler-Bennett. Morrow, \$3.

I SPEAK FOR THE SILENT, by Vladimir V. Tchernavin. Hale, Cushman & Flint, \$2.50.

THE MAN ON THE BARGE, by Max Miller. Dutton, \$2.50.

Feb. 6. A novel by a Frenchman, who, Harper believes, will develop into an author of the same magnitude as Werfel, Zweig and Undset.

Feb. 6. A survey of what research scientists are doing now to try to solve current problems in many fields.

Feb. 7. Essays on a variety of subjects.

Feb. 7. F & R tell us this is the first biography of Francis Scott Key, and as such will have an important market, especially for libraries.

Feb. 7. Stories by the author of the popular "Salt of the Sea."

Feb. 7. An interpretation of the New Deal from the historical point of view.

Feb. 8. The story of the battle for disarmament

from 1932 to the present.

Feb. 9. "Revelation of the havoc and destruction of the Soviet régime," by the husband of the author of "Escape from the Soviets."

Feb. 11. More anecdotes of the California coast. His last was "The Second House from the Cor-

Out This Week

AMERICAN FAMILY, by Faith Baldwin. Farrar & Rinehart, \$2.

THE BATTLE FOR DEMOCRACY, by Rexford Guy Tugwell. Columbia University Press, \$3.

BETTER THINK TWICE ABOUT IT, by Luigi Pirandello. Dutton, \$3.

HEAVEN'S MY DESTINATION, by Thornton Wilder. Harper, \$2.50.

JESUS, by Edmond Fleg. Dutton, \$3.

LAST OF THE WIND SHIPS, by Alan J. Villiers. Morrow, \$4.

PASSING JUDGMENTS, by George Jean Nathan. Knopf, \$2.50.

SOUNDING HARBORS, by Eleanor Mercein.

THE SPY PARAMOUNT, by E. Phillips Oppenheim. Little, Brown, \$2.

THE TRANSIENTS, by Mark Van Doren. Morrow, \$2.50.

VIA MALA, by John Knittel. Stokes, \$2.50.

WEEK END, by Phil Stong. Harcourt, Brace, \$2.

A story of three generations, which begins in China, where the first Condit is a missionary. The central figure is his son who comes to America for a medical education.

The real policies of the much-discussed Under-Secretary of Agriculture revealed in this volume of his writings and speeches about recent affairs.

The new book of short stories by the recent winner of the Nobel Prize for Literature.

A very interesting novel, the first one about modern America by the author of the famous "Bridge of San Luis Rey." It has a quixotic hero, adventuring among middle western folk who might have stepped right out of "Babbitt." Of course it will be heavily advertised. Poster available.

The life of Jesus as related by the paralytic whom He healed, who became the Wandering Jew. One of Dutton's most important titles.

The story of two voyages in the Parma, chiefly told in photographs.

Essays on every aspect of the modern American theater.

Stories of the coast of Jugoslavia.

International intrigue, with an American secret service agent the central figure.

A fantasy of love in New England by a noted critic and poet.

A long novel dealing with a family living in an Alpine pass and dominated by a cruel father. Three printings before publication.

H.B. has a \$5000 advertising campaign. Cut-out posters available.

Market News

Some Best Sellers of the Week

GOOD-BYE, MR. CHIPS, by James Hilton. Little, Brown, \$1.25.

THE FORTY DAYS OF MUSA DAGH, by Franz Werfel. Viking Press, \$3.

SO RED THE ROSE, by Stark Young. Scribner, \$2.50.

LOST HORIZON, by James Hilton. Morrow, \$2.50.

MARY PETERS, by Mary Ellen Chase. Macmillan, \$2.50.

PITCAIRN'S ISLAND, by Charles Nordhoff and James Norman Hall. Little, Brown, \$2.50.

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WHILE ROME BURNS, by Alexander Woollcott. Viking Press, \$2.75.

WINE FROM THESE GRAPES, by Edna St. Vincent Millay. Harper, \$2.

FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover. Houghton Mifflin, \$3.50.

EXPERIMENT IN AUTOBIOGRAPHY, by H. G. Wells. *Macmillan*, \$4.

R. E. LEE, by Douglas S. Freeman. Scribner, \$7.50.

HALF MILE DOWN, by William Beebe. Harcourt, Brace, \$5.

EUROPEAN JOURNEY, by Philip Gibbs. Double-day, Doran, \$3.

WHY NOT TRY GOD? by Mary Pickford. Kinsey, \$1.

NIJINSKY, by Romola Nijinsky. Simon & Schuster,

The *Times* reports it the best seller in Boston, Atlanta and St. Louis. The *Daily News* lists it as the leader in Chicago and it heads the American News Co.'s best seller list.

The fiction leader in N. Y., Philadelphia, Washington, Chicago and San Francisco according to the *Times*.

The leader at three New Orleans stores and reported in the *Times* by every city except Philadelphia and San Francisco.

A best seller in N. Y., Philadelphia, Washington (second), Chicago, St. Louis and San Francisco (second).

Reported by San Francisco, St. Louis and Boston (second).

A best seller in Boston, Philadelphia, Washington, Chicago, St. Louis and San Francisco.

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The *Times* reports it the non-fiction leader in N. Y., Boston, Philadelphia, and St. Louis. First at the American News Co.

Listed by N. Y., Boston, Philadelphia (second), Washington and Chicago.

A best seller in N. Y., Boston, Washington, Atlanta, Chicago, St. Louis and New Orleans.

Second in N. Y. and Chicago, third in Boston and San Francisco according to the *Times*.

The leader at five Washington stores and at Brentano's, N. Y.

Reported first in sales by six San Francisco stores.

Second in sales in Boston and San Francisco.

The *Daily News* reports it the best seller in Chicago stores. It's second at the American News Co.

An older book that is still selling very well everywhere.

Candidates for the Best Seller List

MARY POPPINS, by P. C. Travers. Reynal & Hitchcock, \$1.50.

LITTLE ORVIE, by Booth Tarkington. Doubleday, Doran, \$2.50.

THE JASMINE FARM, by Elizabeth. Doubleday, Doran, \$2.50.

NOW IN NOVEMBER, by Josephine Johnson. Simon & Schuster, \$2.

Six Philadelphia stores report good sales and it's third on Brentano's (N. Y.) latest list. Very good juvenile sales too.

Selling well everywhere. It went into a third printing a week after publication.

Reported by N. Y. and Philadelphia stores in the Times.

Reported in the *Times* by St. Louis and New Orleans. Two Texas stores also tell us it's one of their best selling novels.

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SKIN DEEP, by M. C. Phillips. Vanguard Press, \$2.

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Selling in N. Y. and Philadelphia. Went into a third printing a week after publication.

December Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

Classification	December, 1934			December 1933	12 mos. 1934	12 mos. 1933
	New Books	New Editions	Totals (5 weeks)	Totals (5 weeks)	Totals	Totals
Philosophy, Ethics	21		25			
Religion, Theology	105	4 3	25 108	19 80	602	632
Sociology, Economics	88	5		89	674	62
Law	8	4	93 12	19	62	9:
Education	16	-	16	27	179	16
Philology	18	5	23	22	189	21
Science	45	15	60	41	384	35
Technical Books	31	5	36	30	194	21
Medicine, Hygiene	49	16	65	48	350	36
Agriculture, Gardening	_	I	1	10	57	6
Domestic Economy	5	I	6	14	79	7
Business	25		25	22	159	13
Fine Arts	21	-	21	33	164	19
Music	10	-	10	11	52	7
Games, Sports	12	2	14	23	134	15.
Literature, General	49	29	78	45	359	29
Poetry, Drama	82	II	93	70	561	50
Fiction	83	67	150	79	1899	180
Juvenile	49	45	94	61	601	62
History	64	6	70	49	487	46
Geography, Travel	20	7	27	33	264	24
Biography	37	6	43	52	485	54
Miscellaneous	9	1	10	5	50	4
Totals	847	233	1080	882	8198	809
For December, 1933 (5 weeks) th						
New Books	New E	ditions				

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts
Bi: Biography
Bu: Business

Dr: Drama
Ec: Economics
Fi: Fiction

Hi: History
Ju: Juveniles
Re: Religion
Sc: Science

Sp: Sports
Tr: Travel

Abraham, Robert Morrison, comp.

Diversions and pastimes; a second series of Winter nights entertainments. 153p. il., diagrs. D [c. '35] N. Y., Dutton Games, tricks and puzzles.

Aldredge, Edna M. and McKee, Jessie Fulton Ju
Baby animals and their mothers. no p. il. F [c.
'34] Cleveland, Harter Pub. Co. pap., .10
Photographs of both wild and domestic animals, with descriptive text.

Atkinson, Mrs. Eleanor Stackhouse Ju
The how and why library; little questions that lead
to great discoveries; b'ks 1-3. 648p. il. (pt. col.),
maps (col.), diagrs. (pt. col.) O [c. '09-'34] Cleveland, O., L. J. Bullard Co. lea. cl., 12.80
Reference books for primary children.

Avent, Joseph Emory

Excellences and errors in classroom management. 678p. (bibls.) D (Teacher educ. ser. v. 3) '34 Knoxville, Tenn., Author 2.75

Badè, William Frederic

A manual of excavation in the Near East; methods of digging and recording of the Tell-en-Nasbeth Expedition in Palestine. 88p. (bibl. footnotes) il., diagrs. O '34 c. Berkeley, Univ. of Cal. Press 1.50 A detailed description of methods of archæological excavation in the Near East.

Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell] Fi

American family. 399p. (bibl.) O [c. '34, '35]
N. Y., Farrar & Rinehart 2.00
The story of the Condit family from 1862 to 1917, from Tobias, who was a missionary in China, to his grandchildren of the war generation, but it is principally the story of David Condit, born in China, who strives to win a place for himself as a doctor, in America.

Bannister, Henry Marriott

Anglo-French sequelae; ed. by Anselem Hughes.
34 Milwaukee, Morehouse 4.00

Barrett, Fred W. Bi
From a diary. 104p. il. D [c. '34] Springfield,
O., Author, Box 474
A business man tells of his family life, his work and his church activities.

Barretto, Larry

Bright Mexico; il. by Ann Barretto. 244p. D [c. '35] N. Y., Farrar & Rinehart 2.00

An informative and descriptive book about the author's visit to Mexico.

Barry, Charles, pseud. [Charles Bryson] Fi
The shot from the door. 288p. front. (diagr.) D
(Dutton clue mystery) [c. '35] N. Y., Dutton 2.00
A tale of murder and blackmail which begins in
London with the mysterious death of Gaston Levrey,
a sleek Eurasian.

Berry, George Ricker, D.D.

The Book of Psalms. 251p. (bibl. footnotes) O (Amer. commentary on Old Testament) [c. '34]
Phil., Amer. Bapt. Pub'n Soc. buck., 3.00

Birren, Faber

Color dimensions; creating new principles of color harmony and a practical equation in color definition. 72p. il. (pt. col.) Q '34 Chic., Crimson Press, 919 N. Michigan Ave. 2.00

The printer's art of color. 48p. il. (pt. col.) O '34 Chic., Crimson Press, 919 N. Michigan 1.50

Bohannon, Bertha Hallett Ju School's out. 92p. '34 Los Angeles, De Vorss & Co. 1.00; pap., .75

Bosschart, A. A.

Theory of advertising. 82p. il. '34 N. Y., Van Riemsdyck B'kservice 2.50

Brand, Max
The seven of diamonds. 301p. D '35, c. '29, '35
N. Y., Dodd, Mead
Murder and desperate gang warfare in the old West.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus:

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

10.00

64 Breuer, Bessie Memory of love. 243p. nar. D [c. '35] N. Y., Simon & Schuster The story of a tense and partly antagonistic re-lationship between a man and a woman during a few summer months. Briggs, Ernestine Bennett and Phillips, Claude Anderson Missouri stories for young people. 361p. il., maps D '34 Columbia, Mo., Lucas Bros. Brophy, John The world went mad; a novel. 286p. D ['35, c. '34 N. Y., Macmillan The story of Bartholomew Crellin and his family during the years of the World War and of various people whose lives intertwined in England, France, Germany, America, Mesopotamia and Egypt. Brown, Beatrice Curtis The Sancroft sisters; a novel of the nineteen-twenties. 288p. D [c. '35] N. Y., Putnam 2.50 A story of three English sisters which portrays the doubts, emotions and problems of young women in their twenties. Bruette, William American duck, goose and brant shooting. 415p. il. (col.), maps O '34 N. Y., Scribner

Buddha, truth and brotherhood; an epit- ★ Re ome of many Buddhist scriptures; tr. from the Japanese. 178p. front. D '34 Santa Barbara, Cal., flex. lea. cl., 1.50; pap., 1.00 Dwight Goddard A compendium of many Buddhist scriptures which gives a comprehensive presentation of the gospel of Buddha.

Bull, Lois Seven make a honeymoon. 253p. D [c. '35] N. Y., Macaulav It took separation and a second honeymoon to prove

lot of things about love and marriage to Mel and Margot.

Bywater, Hector Charles

Sea-power in the Pacific; a study of the American-Japanese naval problem; new ed. 352p. (bibl. footnotes) maps (col.) O ['35] Bost., Houghton 3.50

Campana, Dominic M. Art drawing made easy. 128p. il. D (Campana's popular art lib.) [c. '34] Wilmette, Ill., Author, 251 Linden Ave.

The teacher of picture frames finishing. 64p. il. D (Campana's popular art lib.) [c. '34] Wilmette, Ill., Author, 251 Linden Ave.

Carfrae, Elizabeth Sunlight on the hills. 256p. D [c. '35] N. Y., 2.00 A romantic novel about a London actress who goes to the country for her health, wins a small boy's affection and later finds love. Chamberlin, Harry D. Riding and schooling horses; lim., numbered ed. 214p. il. O '34 N. Y., Derrydale Press

Charles

Fi

2.00

Sp

Book of punches and cocktails; rev. ed. 53p. D '34 Milwaukee, Caspar, Krueger, Dory .75

Child, Nellise The diamond ransom murders. 285p. D c. N. Y., 2.00

Three millionaires and the governor of California are kidnapped and a ransom note to the police demands a million dollars in diamonds, and another million in

Christensen, W. A.

Almo, his master's eyes; foreword by Irene Castle McLaughlin [true dog story]. 124p. il. '35 Los Angeles, De Vorss & Co.

2.00; lea. cl., 1.00; lea., 5.00

Cobb, John Candler

The application of scientific methods to sociology. 161p. (bibl. footnotes) D [c. '34] Bost., Chapman & Grimes, 20 Brimmer St.

Collier, Katharine Brownell

Cosmogonies of our fathers; some theories of the seventeenth and the eighteenth centuries. 500p. (24p. bibl.) O (Studies in hist., economics and public law, no. 402) '34 c. N. Y., Columbia Univ. Press 5.00 A study of the way the new scientific discoveries of Copernicus, Kepler, Newton and others were reconciled with the Scriptures and with earlier scientific hypotheses derived from Aristotle, etc.

Corneille, Pierre

Cinna, ou, La clémence d'Auguste; ed. by Lawrence Melville Riddle. 228p. (2p. bibl.) il. D (Century modern lang. ser.) [c. '34] N. Y., Appleton-Century

Po Crozier, Ada B. The hush of hills; poems. 76p. front. (por.) D [c. '34] [Ind., Ruth B. Bozell, 2438 N. Penn St.]

Davis, Jeannette Sewell Day and night. 73p. D '34 N. Y., E. H. and B. B. Davis, 101 W. 58th St. 1.50

De Ronde, Philip

Paraguay, a gallant little nation; the story of Paraguay's war with Bolivia; foreword by General Smedley D. Butler. 123p. il. (pors.), maps D c.

N. Y., Putnam

A brief discussion of the cause and progress of the present war between Paraguay and Bolivia over the possession of the Green Characteristics. possession of the Gran Chaco region.

Bland, Pascal Brooke
Practical obstetrics; 2nd rev. ed. 730p. (bibl.) il.
(pt. col.) O '34 Phil., F. A. Davis 8.00

Bowe, James F. Foundryman's reference book; a convenient reference book for those interested in the grey iron, malleable iron or non-ferrous casting industries; 3rd ed., rev. by A. A. Grubb. 200p. il. T c. '34 Albany, N. Y., Albany Sand & Supply Co., 452 B'way 2.00

Bowman, Eleanor
Snow White and Rose Red; a Grimm's fairy tale in three scenes. 22p. D (Junior League plays) [c. '34] N. Y., S. French

Braschi, Angel August, ed. Export guide and directory of foreign consuls in the United States; v. 1. 372p. il., maps Q [c. '34]

Chic., Consular Pub. Co., 201 N. Wells St. lea. cl., 10.00

Charles, Thomas Burr and Stuart, Homer Ohliger Commercial poultry farming. 452p. il. (pt. col.), agrs. O [c. '34] Danville, Ill., Interstate Pr. Co... diagrs. O [c. '34]

Cruess, William Vere
The principles and practice of wine making.
D c. '34 N. Y., Avi Pub. Co., 31 Union Sq. 3.50

Cruess, William Vere and others
Laboratory examination of wines and other fermented fruit products. 111p. il. D c. '34 N. Y., Avi Pub. Co., 31 Union Sq. 2.25 Co., 31 Union Sq.

De Munbrun, Gertrude Lee

Their new deal; a play in three acts. 59p. diagrs. D c. '34 N. Y., S. French pap., .50

Downes, E. Hall

Leads and plays; the original self-teacher. 64p. Q [c. '34] Pittsburgh, Bridge Pub'ns pap., 1.00 The original contract bridge self-teacher; Culbert-

son system; rev. ed. 64p. Q [c. '34] Pittsburgh, Bridge Pub'ns

Squeezes, coups and end plays; the "Tapel" formula for recognizing and executing a squeeze. 64p. Q [c. '34] Pittsburgh, Bridge Pub'ns A guide for contract bridge players. pap., 1.00

Downs, Harold, ed.

Theatre and stage; 2 v. 1267p. il. (pt. col.) O '34 N. Y., Pitman 10.00, bxd.

Dunning, Katherine The spring begins. 315p. D [c. '34] N. Y.,

This story, picturing the emotional lives of Maggie, a kitchen-maid, Lottie, a nurse-maid, and Hessie Price, a governess, is laid in the English countryside, on a large estate and in a village.

Durham, John Pinckney and Ramond, John Stanislaus, comps.

Baptist builders in Louisiana. 450p. il. (pors.) O [c. '34] Shreveport, La., Compilers

Economic essays in honor of Wesley Clair Mitchell; presented to him by his former Ec students on the occasion of his sixtieth birthday. 528p. (bibl. footnotes) front. (por.) diagrs. O c. N. Y., Columbia Univ. Press

buck., 3.75 up to Feb. 28; 4.25 Seventeen studies of business cycles and economic

Evarts, Hal George

Wolf dog. 304p. D '35, c. '34, '35 Garden City, N. Y., Doubleday

A romance of cow camps, feuds, a fearless cowboy and a girl of the range.

2.00

Fisher, A., and others

Follett social science readers; b'k 7. 323p. il. D (Follett social sci. ser.) '34 Chic., Follett Pub. Co.

Fisher, Vardis Fi

We are betrayed. 369p. D c. Garden City, N. Y., Doubleday & Caxton Printers

The third volume of the tetralogy about Vridar Hunter, which tells of his married life, his war experience and his years as a student and teacher.

Fleg, Edmond * Re Jesus: told by the Wandering Jew; tr. [from the

French] by Phyllis Mégroz. 336p. (bibl. notes) O [c. '35] N. Y., Dutton

The story of Jesus as told by the Wandering Jew

the paralytic to whom Jesus said "Rise, take up
thy bed and walk."

Fox, Rabbi G. George Bible as religion and literature. 109p. O '34 Chic., Argus B'ks

Fox, Uffa Sailing, seamanship and yacht construction. 281p.

il., maps, diagrs. Q '34 N. Y., Scribner 10.00
The winner of the 1933 International Canoe Trophy, an ardent and expert sailor, records his many and varied experiences in racing, sailing, coastal and ocean

Galloway, William Albert

Old Chillicothe; Shawnee and pioneer history; conflicts and romances in the Northwest Territory. 349p. (bibl. footnotes) il., map O '34 c. Xenia, O., Buckeye Press

This history of Old Chillicothe, a Shawnee Indian village, describes stirring events and pioneer deeds in the winning of Ohio and Kentucky from 1778 to 1813, well as the history and customs of the Shawnee

Gesell, Silvio

The natural economic order; money part; tr. from the German by Philip Pye. 335p. (bibl. footnotes) il., diagrs. O [c. '34] San Antonio, Tex., Free-Economy Pub. Co., 309 Madison St. 2.75; pap., 1.90 A plan for a satisfactory economic system based on the principle of individualism, with reforms in our money mechanism and in private ownership of land.

Hague, Eleanor

Latin American music, past and present. 98p. (8p. bibl.) il. (col. front.) O '34 c. Santa Ana, Cal., Fine Arts Press, 926 Hickory St. lea. cl., 3.50
A study of the development of music in the Latin-American countries.

Hamilton, Patrick

The plains of cement. 294p. D c. Bost., Little, Brown 2.50
The final volume in the trilogy about a London pub begun with "The Midnight Bell" and "The Siege of Pleasure."

Hand, Henry

The drama of the ages [occultism]. 200p. '34 Los Angeles, De Vorss & Co.

Hart, Walter W. and Webster, Wells

Progressive plane geometry. 390p. il. (Wells-Hart mathematics) '34 Bost., Heath 1.36

Doran, Marie

Keeping up with Jane; a comedy in three acts. 88p. diagr. D c. '34 N. Y., S. French pap., .50

Dumas, Alexandre and Gaillardet, Frederick The Tower of Nesle; a romantic melodrama in five acts; tr. from the French by Edwin Stanton De Poncet. 103p. diagrs. D c. '34 N. Y., S. French pap., .50

Ehrensperger, Harold A., comp.
Plays to live by; four plays for church production.
48p. D [c. '34] N. Y., Abingdon pap., .25

Ellis, Martha Hodgson

Katinka and the jewel tree; a play in three acts for marionettes. 15p. D (Junior League plays) [c. 34] N. Y., S. French pap., .50

Famous cartoon books; 5 b'ks. 48p., ea. O N. Y. Cupples & Leon bds., .50, b'x'd Field, Rachel

The cross-stitch heart; a fantasy in one act. D [c. '27] N. Y., S. French The nine days' queen; an historical fantasy in one tt. 31p. D [c. '27] N. Y., S. French pap., .35

Finley, John Huston, jr. and others

Summaries of theses, 1933. 376p. O '34 Cambridge, Mass., Harvard

The sinister shepherd (Syphilidis sive morbo Gallico); tr. by William Van Wyck [medicine]. 85p. O '34 Los Angeles, Primavera Press 4.50

Golden, John The clock shop; a musical fantasy. 38p. il. D [c. 51 N. Y., S. French

Grady, Henry Francis and Carr, Robert M.

The port of San Francisco; a study of traffic competition, 1921-1933. 502p. map Q c. '34 Berkeley, Univ. of Cal. Press bds., 5.00

Held, John, jr.

Fi I'm the happiest girl in the world. 286p. D [c.

'35] N. Y., Vanguard

The story of Della who won the title "Miss Universe" in an international beauty contest, but remained true to Steve, her first love, from her small Idaho hometown.

Helton, Roy Addison

Sold out to the future. 200p. O c. N. Y., Harper

A plea to give up our constant preoccupation with the future and live the present to the fullest extent.

Hill, Dulcie M. Oakley

Saints in secret; short stories and poems. 208p. '34 Milwaukee, Morehouse

Huff, Bessie M.

Exercises in speech. 204p. il. D'34 Chic., Follett Pub. Co.

Huntley, Kate

Financial trends in organized social work in New York City. 354p. (bibl. footnotes) diagrs. O (Welfare Council Research Bur. studies, no. 4) c. N. Y., Columbia Univ. Press

This survey of financial trends in organized social work covers the period from 1910 to 1929, inclusive. Some spectacular changes in social work financing, especially in relief, have been traced through 1932.

Hurt, H. W., ed.

College blue book; 3rd ed. 588p. maps (col.) O 34 Hollywood, Fla., College Blue B'k

Jacob, Naomi Ellington [Ellington Gray, pseud. The loaded stick. 339p. D c. N. Y., Macmillan

Love for the soil is the underlying theme of this story of the Yorkshire farm country and of Paris Howard, a vivid girl with gypsy blood in her veins.

Jacobs, T. C. H. Sinister quest. 315p. D ['35, c. '34] N. Y.,

An exciting murder mystery with Inspector Barnard of Scotland Yard on the trail of the killer known as the Ear Hound.

Jillson, Willard Rogers Hi

Pioneer Kentucky; lim. ed. 152p. (bibl.) map O '34 Norwood, O., Arthur Koors Co., 2208 Washington Ave.

Johnson, Alvin W.

The legal status of church-state relationships in the United States with special reference to the public schools. 332p. O '34 Minneapolis, Univ. of Minn. Press

Katz, A. Raymond

White on black; twenty new brush drawings. no p. il. F [n.d.] Chic., Internat'l Art Prints, 64 E. Lake St. bds., 1.50, portfolio

Kelly, Eleanor Mercein (Mrs. Robert Morrow Kelly, jr.)

Sounding harbors. 291p. il. O c. N. Y., Harper

Romances about the people of the Dalmatian coast of Jugoslavia.

Harvard legal essays in honor of Joseph Henry Beale and Samuel Williston. 571p. il. O '34 Cambridge, Mass., Harvard

Herbert, Thomas
Via the air shaft; a fantasy in one act. 17p. diagr.
D c. '34 N. Y., S. French pap., .30

Kelly, Robert and Anderson, Ruth

Christian education handbook of 1934; 3rd ed. 350p. '34 N. Y., Council of Church Bds. of Educ., 111 5th Ave. 2.00; pap., 1.25 2.00; pap., 1.25

Kendrake, Carleton

The clew of the forgotten murder. 282p. D '35, c. '34 N. Y., Morrow
Sidney Griff, shrewd criminologist, solved the murder of a newspaper reporter who had been trying to dig up facts for his paper to use as defense in a libel suit.

Kiner, Grace and Davis, Dorothea

Follett social science readers; b'k 4. 219p. il. D (Follett social sci. ser.) '34 Chic., Follett Pub. Co. .80

Knittel, John Via Mala; a novel. 667p. O '35, c. '34 N. Y., Stokes

A powerful novel, laid in the Swiss Alps, which tells of the tragedy and misery that the tyrannical drunkard, Jonas Lauretz, brought upon his family and himself.

Kouchagian, Archbp. Thorgom

Via the gospel; meditations on the Gospels of the Armenian liturgy; tr. by H. V. Mouradian. 112p. '34 Milwaukee, Morehouse 1.00; pap., .60

Kretschmar, Alice A.

Bank letters that build business. 342p. Q [c. '34] Cambridge, Mass., Bankers Pub. Co. lea. cl., 5.00
Practical letter ideas for the use of bank executives.

Lambert, Constant

Music hol a study of music in decline. 342p. O 34 N. Y., Scribner bds., 3.75 A critical survey of the modern musical scene, studied in its relation to the other arts and to contemporary social and mechanical backgrounds, by a wellknown modern composer and critic.

Lange, Norbert Adolph, and others, comps. Sc Handbook of chemistry; a reference volume for

all requiring ready access to chemical and physical data used in laboratory work and manufacturing. 1545p. D'34 Sandusky, O., Handb'k Publishers, Inc. lea. cl., 6.00; to students, teachers and libs. of educational institutions, 3.00

Laver, James Background for Venus. 302p. D'35, c. '34 N. Y., A story about the dealers, dilettantes, artists and models of the London art world.

Leffler, Ray V. Money and credit. 524p. (bibls.) O c. N. Y.,

Harper The theory and practice of our money and credit system, with the most recent developments discussed by a professor of economics in Dartmouth College.

Lewis, Ferris E. and Anderson, Charles Joseph My government; a textbook in Michigan civics. 275p. il., maps D '34 Milwaukee, E. M. Hale & 1.28 Co.

Joseph, Leon Edward
The tale of a shirt; a one-act play. 18p. diagr. D
c. '34 N. Y., S. French
pap., .30

Krause, Arlington C.

The biochemistry of the eye. 279p. diagrs. O (Wilmer Ophthalmological Inst. monograph no. 2) '34 Balt.,
Johns Hopkins Press 3.25

Lockwood, Francis Cummins

Story of the Spanish missions of the middle Southwest. 84p. (bibl. footnotes) il., map O '34 c. Santa Ana, Cal., Fine Arts Press, 926 Hickory St.

lea. cl., 4.00

A survey of the missions founded by Padre Eusebio Francisco Kino in the 17th century and later enlarged and beautified by the Franciscan Fathers during the last part of the 18th century.

Macdonell, Archibald Gordon [John Cameron, Neil Gordon, pseuds.]

How like an angel. 301p. D c. N. Y., Macmillan

An amusing, satirical novel about a young man who suddenly found himself confronted by western civilization after having been brought up by three missionaries on a deserted South Sea island.

Mann, Edward Beverly

Thirsty range. 281p. D c. N. Y., Morrow 2.00 Drought had laid waste the Coronado Valley when Lary Day arrived there under an assumed name to try to prove his innocence of a murder of which he had been judged guilty.

Martinek, Frank V.

Don Winslow, U. S. N., in Ceylon, with Kwang,

celebrated Chinese detective. 258p. il. D [c. '34] Chic., Rosenow Co., 340 W. Huron St. 1.00
The exciting events which took place when an arch criminal crossed swords with Don Winslow of the Navy Department. Based on the character of Don Winslow, whose adventures, in pictorial strip, are syndicated in many newspapers.

Mason, Van Wyck

The Budapest Parade murders; Captain North's eighth case. 318p. diagr. D (Crime club) c. Garden City, N. Y., Doubleday

The American sleuth solves a murder mystery in Budapest just as a great international arms conference reaches its most hectic days. Crime Club selection.

Mathews, John Mabry

American state government; rev. ed. 779p. (bibls.) diagrs. D [c. '24, '34] N. Y., Appleton-Century

Merrel, Mrs. Concordia Love's hazard. 303p. D '35, c. '34, '35 Garden City, N. Y., Doubleday 2.00

The romance of a girl whose opportunity for free-om was snatched away from her by her lovely and calculating sister.

Montgomery, Robert H.
Federal tax handbook, 1934-35. 1172p. O '34
N. Y., Ronald Press 10.00

Mowery, William Byron

Resurrection River. 306p. D c. Bost., Little, Brown Romance and adventure in a mining region in north-

ern Canada.

Nash, J. V., and Fry, Margaret

Follett social science readers; b'k 5. 218p. il. D
(Follett social sci. ser.) '34 Chic., Follett Pub. Co.

Nash, J. V., and others

Follett social science readers; b'k 6. 323p. il. D (Follett social sci. ser.) '34 Chic., Follett Pub. Co.

Nathan, George Jean

Passing judgments. 271p. D '35, c. '33-'35 N. Y., Critical essays on the contemporary American theater and drama.

Oppenheim, Edward Phillips The spy paramount. 285p. (5p. bibl.) D'35, c. '34, 35 Bost., Little, Brown A tale of international intrigue and espionage.

Oswald, A. Lewis

Troop One marches on! 84p. il. S [c. '34] Hutchinson, Kan., Rotherwood Press .75
A Scout Master explains his theory of leading a

Parrott, Thomas Marc

William Shakespeare; a handbook. 266p. (5p. bibl.) il., diagrs. S [c. '34] N. Y., Scribner 1.25 Chapters on every aspect of Shakespeare's life, work, and time, by a professor of English at Princeton University.

Patterson's American educational directory; v. 31. 1056p. '34 Chic., Amer. Educational Co., 314 W. Superior St. 6.00; flex. lea., 7.50

Peisson, Edouard

Outward bound from Liverpool; tr. from the French by C. R. Benstead. 248p. D '35, c. '34 N. Y., Stokes

A dramatic story about a new and luxurious trans-atlantic liner which tried to break the speed record on its maiden voyage and met with disaster.

Phillips, Stanley

The beginner's book of stamp collecting. 223p. il., diagrs. D ['35] N. Y., Dodd, Mead 2.00
The reader is assumed to have a mixed parcel of stamps of all kinds and in sorting and arranging them learns all he needs to know to start on this hobby.

McGeorge, D. W.
Tacking in the stock market. 77p. diagr. D '34 c.
Oakmont, Pa., Author, 810 10th St. pap., 5.00

MacKaye, Percy Gettysburg; play in one act. 19p. D [c. '12, '28] Y., S. French

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The dental office guide; a manual for students, dental assistants and dentists. 239p. il., diagrs. O c. '34 [Portland, Ore.], Author, North Pacific College lea. cl., 4.00

Miller, Justin Handbook of criminal law. 662p. O (Hornb'k ser.) c.
'34 St. Paul, West Pub. Co. lea. cl., 5.00

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map, diagrs. O '34 c. N. Y., Amer. Child Health
Ass'n
I.25; pap., I.00
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Zimmer, Fritz Nitrocellulose ester lacquers. 246p. il. O '34 N. Y., Van Nostrand 7.00

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The travels of Jedediah Smith; a documentary outline including the journal of the great American pathfinder. 195p. (bibl. notes) il. (pt. col.), map O 34 c. Santa Ana, Cal., Fine Arts Press, 926 Hickory

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Stiles. Stamps, an Outline of Philately. Walter. Essay Annual. 1933.

America in Literature. Woodberry.

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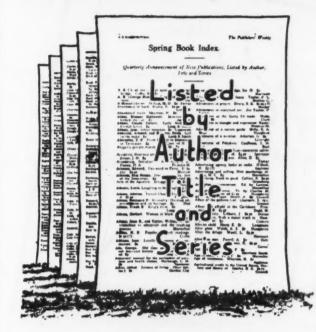
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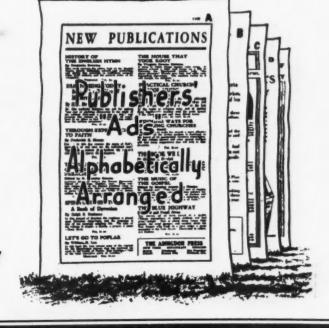
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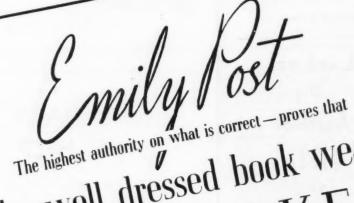
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BOOKMAKING

A MONTHLY DEPARTMENT

Full Trim: A Bias on Current Bookmaking

A Review of 1934

EVELYN HARTER

Just as 1934 has been notable for attempts to reach up into the stratosphere, down in the bathysphere and out into the polar regions, so, in the field of bookmaking, the year has shown a restless desire on the part of the planners of books to extend the ordinary conceptions and limits of the format of their books. A new vigor is abroad, an inventive spirit which has shown itself not only in a number of stunt books, but also in minor variations of old formulae. have been mismanagements and failures of some of these bursting ideas; others which have been brought off successfully according to the lines along which they have been planned have not received the accolade from judges trained in the old traditions.

Most people believe that they have a conception of what it means for a volume to be "bookish"—that it should be essentially a book, and not a picture, a package of perfume or a piece of furniture. And yet ideas of what constitutes "bookishness" are very much like morals, varying in different parts of the world and in different times. Notions of the ideal appearance of a book are inevitably bound to change—nothing is easier to predict than that, and also that some of the experiments which are being conducted now are going to influence the future.

The public is interested in the experimentation—that much is clear from their interest and approval of such books as "The Daring Young Man on the Flying Trapeze"—but perhaps that interest should not be taken too seriously in view of the public's interest in novelty for its own sake, and consequent fickleness. The planners of books are looking for something deeper—ways of making books fresh, open, readable and likable.

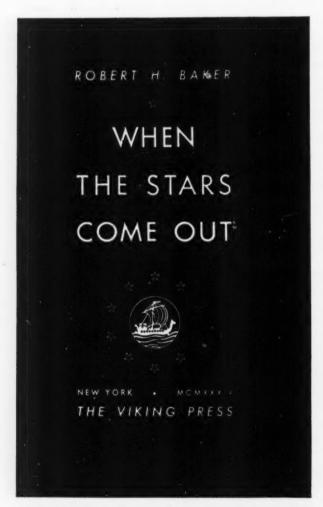
Perhaps the sorriest aspect of the year's production has been the defeat of some interesting planning by poor materials and workmanship. Another depression year has taken its toll in flimsy paper and careless presswork. A production man in a publisher's office may spend a great deal of time working on a layout and perfecting the details of a book, but the printer who has sharpened his pencil and whittled his estimate down to the bone has no great incentive for careful make-ready and regulation of ink. The linotype operator is not encouraged to throw out lines with holes in them and set them again if he is being paid by the number of ems he turns out in a day.

If there is one thing that must be kept over from the old standards of making books it is an insistence on good work in the sheer mechanics of bookmaking. The gulf between good workmanship and lifeless ideas on the one hand and spontaneity and shoddy workmanship on the other hand should not be allowed to grow wider, although it seems to be growing wider every day. As exceptions, one thinks of the output of some of the California presses, such as Helen Gentry's, the Windsor Press and of course the Grabhorns, who consistently put life as well as expert craftsmanship into their books. Among trade printing houses, one thinks of that staunch defender of presswork standards, the Plimpton Press.

The bookmaker is in very much the same

position as a dressmaker would be who was forced to work with crooked scissors and a sewing machine that tripped. The botching of the original plan is bound to have its demoralizing effect on the enthusiasm of both the dressmaker and the bookmaker. As a result the bookmaker becomes careless; he falls out of the habit of watching for small flaws, and insisting on their correction. So leads the road down hill.

In looking back over book production in 1934, therefore, one is inclined to think, not of particular books which arouse one's whole-hearted approval, but rather of the dozen or so people who consistently put their stamp on books in the year-around effort to make them good and interesting. One thinks of Werner Helmer at the Van Rees Press, of Ernst Reichl of the H. Wolff Estate, of Milton Glick of the Viking Press, of Robert Josephy, free-lance and typographer for Harcourt, Brace, of Sidney Jacobs of Knopf, of Arthur Rushmore of Harper's, of Anthony



This title-page was printed in a rich midnight blue as were the endsheets and illustrations for the book

Tedesco of Doubleday, Doran.¹ In the coming year one looks to Andor Braun who is to be with The Stratford Press and to Philip Van Doren Stern who is to be with Simon and Schuster. One also thinks of houses which occasionally take pains with their books but which do not do it consistently.

Several of the older publishing houses which because of their established traditions might be expected to subscribe less readily to modern trends have this year shown an increased interest in better book-making—Putnam's, Scribner's, and especially, Macmillan's.

There are also several printers heretofore specializing in limited editions who have during the past year produced books at trade prices maintaining their high standards of composition and presswork. Peter Beilenson has issued a series of brief classics at \$2.00 and Joseph Blumenthal has planned and printed the Auden poems for Random House and "A Boy's Will" by Robert Frost for Henry Holt.

Repeal, with its emphasis on good food and drink, seems to have given the bookmaker a push in the right direction. "The Wine Cook Book" (Little, Brown) is handled competently inside, and has a gay binding and jacket. "Life à la Henri" (Simon and Schuster) is a likeable book with

a good binding.2

One of the most spectacular books of the year was undoubtedly the four-volume edition of Proust issued by Random House, which suffered, however, from poor presswork from old plates. Another good book which went wrong was "Seven Famous Novels of H. G. Wells" planned by Dwiggins for Knopf. The book was set in double columns on a 5 % x 8 1/4" page, with the result that there are holes in the lines that you could drive a mule-team through. Then there is that original and engaging book "When the Stars Come Out" (Viking) with its titlepage in solid midnight blue, with the lettering in reverse and offset illustrations in blue —but the pressman must have dozed over the printing of the text.3

¹ And Evelyn Harter of Smith and Haas. Ed.

² "What to Do About Wines" (Smith and Haas) nicely set, and with cork on the recto of the binding, though the maps were low on the page. Ed.

³ Evelyn Harter is too modest to add to the list of books which showed originality what was certainly one of the best trade books of the year: "Come in at the Door" with its brilliantly conceived and well-executed binding in blue and black cloth, and its skilful use of types to show dramatic changes of the author's style. Ed.

Childrens' books fared quite well, on the whole. "Mike the Cat" (Loring and Mussey) was a wellreproduced book of pictures, and we have earlier in these columns expressed our enthusiasm for the handling of "A First Bible" (Oxford). "Bluebonnets for Lucinda" and "The Good Friends" (Viking) practically un-put-downable books from the standpoint of format as well as text. The arrangement of text and pictures has been very skilfully done. No one should miss Helen Gentry's little "Tom Thumb," a tiny book with uncovered board sides stamped in red and with a red cloth backbone and red top. It has a petite all-over pattern endpaper printed in red, and delight-

ful drawings by Hilda Scott along with the text (which it is unnecessary to say is well

printed).

Of the books which show a flair for originality, we remember the astonishing format given to the astonishing Gertrude Stein's "Portraits and Prayers" (Random House). The backbone is upholstered, so to speak, in a cloth right out of an interior decorator's bin, and the recto of the binding displays Miss Stein's photograph lithographed on cloth. The text is set in Antique No. 1 and the front matter arrangement with its black half-title is almost as odd as the author's grammar. A cellophane jacket with the title printed in red showed the binding to good advantage without in any way sacrificing display value.

The second volume of the Jules Romains trilogy "The Proud and the Meek" (Knopf) carried on the eccentric, and to us not very satisfying, plan of the first volume, feverish

with rules and Beton headings.

Two books, at least, have carried inserts of colored paper—"Stars Fell on Alabama" (Farrar & Rinehart) and "Earth Conquerors" (Simon & Schuster). The latter seemed to us particularly successful, printed as it was on blue paper in black and white ink. Although the handling of "The Life of

ger of royal anger, he crept hides Himself into an empty snail-shell, where he lay for a long time until he was almost



A page from Helen Gentry's "Tom Thumb" (exact size)

Our Lord" (Simon & Schuster) was not radical, it was both different and in keeping with its period. We remember it as one of the pleasantest little books to handle that have been issued this year.

Among more conservative books which give a solid sense of honest bookmaking may be numbered⁴ "Half Mile Down" and "Technics and Civilization" (Harcourt, Brace), "Alexander the Corrector" and "To the North" (Viking), "On the Origin of Paper" (Bowker), a beautifully smooth handling in Baskerville, and "Logical Nonsense" (Putnam). Werner Helmer has done a particularly nice job on the binding of the last named book in black cloth with red and gold stamping. (For illustration see page 102.) Among the books which required special handling, and received it, were "Julia Newberry's Sketch Book" (Norton), "Canterbury Tales" (Covici-Friede), and "Frankenstein" (Smith and Haas).

1935 is here, and already much of the planning of spring trade books has been done. It will show some interesting work, we can be sure, for the people who are making our trade books now are not playing with a whim. It is up to them to sort out their gains, consolidate them, and to try to achieve better execution of their plans.

^{4 &}quot;Seven Gothic Tales" (Smith and Haas). Ed.

Books About Bookmaking

HELLMUT LEHMANN-HAUPT

Papermaking

ON THE ORIGIN OF PAPER. By André Blum. Translated by Harry Miller Lydenberg. New York, R. R. Bowker Company, \$2.00.

André Blum, the author, combines unusually diversified interests with a high degree of scholarly precision. His little book on paper, "Les Origines du Papier," was first published in 1932 in an unpretentious but charming volume by the Editions du Trianon in Paris.

The book is now available in an excellent translation by Harry Miller Lydenberg, whose recent appointment to the directorship of the New York Public Library was received throughout the world of books with general enthusiasm. Mr. Lydenberg has always been interested in the raw materials of books. His volume on "The Care and Repair of Books," issued in collaboration with John Archer, testifies to his instinctive understanding and practical grasp of the subject of paper. His contributions to the knowledge of newspaper preservation are well

"On the Origin of Paper" has the merit of really containing the information which the title promises. It is a short yet comprehensive statement of what is known today about the invention, or, rather, the origin, of paper in the Far East, its spreading to the Near East, its first importation and use on European soil and, finally, the beginnings of actual papermaking in Spain, Italy, France, and Germany. The particular merit of the volume is its tracing down of certain popular superstitions to the original source of error, and the bringing to light of the really authentic early monuments and documents. It tells not only what we know about early papermaking, but also how we come to know it.

I find only a very few questionable points in Mr. Blum's representation. The first chapter deals with the influence of papermaking on the development of early engraving and on the invention of printing. What he says about the tremendous impetus which paper gave to the reproductive arts is, of course,

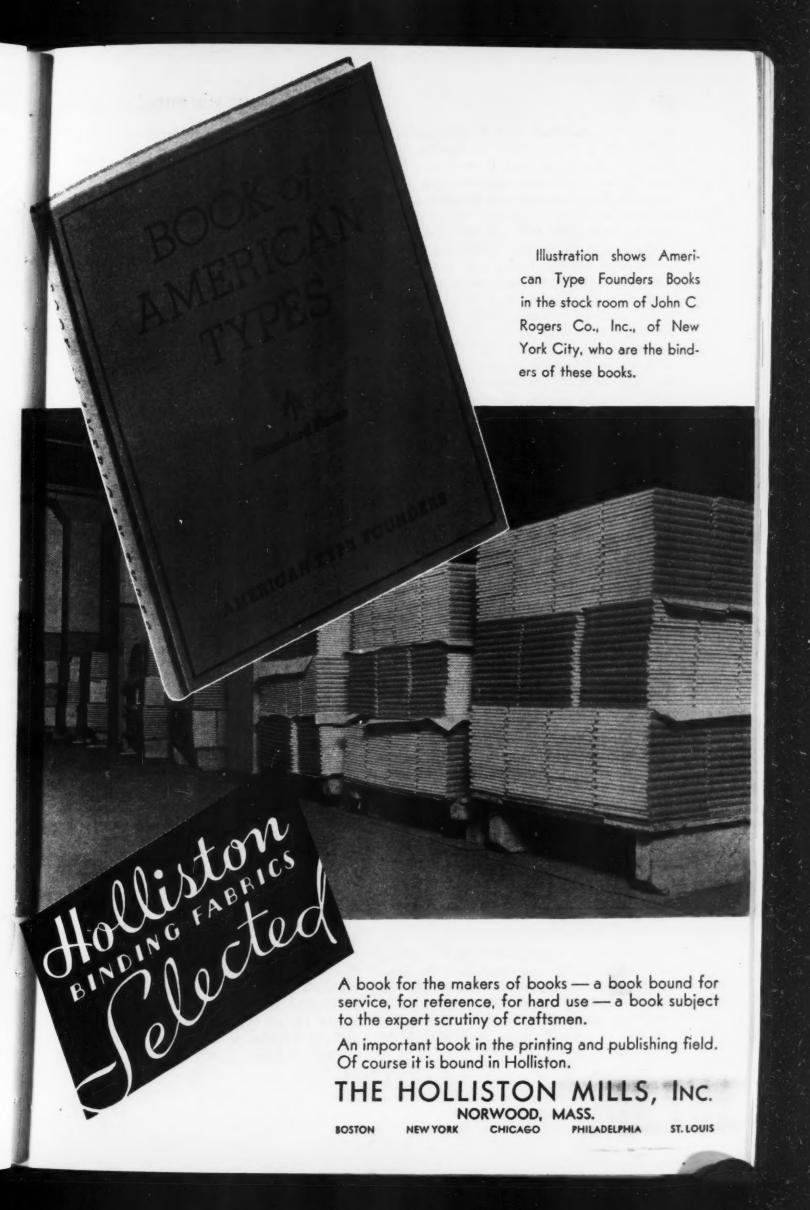
known in its general implication. But it might have been useful to describe somewhat the influence which paper had not only on printing but also on manuscript production in the period immediately preceding printing. Ever since the end of the 14th Century and as late as 1480 and 1490 popular manuscripts in great quantities were written on paper. These popular manuscripts did nearly as much as the early printed books to cheapen book production and to end the precious vellum codices of monastic and aristocratic origin.

The other point in Mr. Blum's book which has perhaps not received as careful treatment as might have been possible is the very curious question of the ancient "Bombyx" variety of paper. Mr. Blum, and with him all the other scholars of early papermaking, have never settled the question of what "Bombyx" really was. However, there is an article, "Bombyx," by Professor C. F. Lehmann-Haupt (in the publications of the Museum Ferdinandeum in Innsbruck, Heft VIII) which offers an interesting new solution to the problem.

DAS BUCH VOM PAPIER. By Armin Renker. Leipzig, Insel-Verlag, RM 10.00.

In the literature of bookmaking there is always an abundance of purely historical studies on the one side, and of purely industrial and technical descriptions on the other. What is lacking in almost every individual field is a sensible volume that bridges this gap and presents a synthesis of the two viewpoints. In the field of papermaking Mr. Renker's book is the nearest approach to this ideal volume that has yet been issued.

It is written with great personal warmth by a genuine papermaker, himself a descendant of an old family of German papermakers. The author believes in his calling. His interest in the traditional vicissitudes and rewards of his craft are the dominating tone of the volume. The book, never-



theless, is a universal study of papermaking and covers a wide variety of aspects with thoroughness and genuine experience. first chapter deals with papermaking as a craft and is followed by two historical chapters, one on the raw materials used in papermaking throughout the ages, and the other on the processes from the primitive Oriental methods to modern high-power machinery. This is followed by a chapter on paper-testing methods and a discussion of hand methods versus machine methods. Next is a chapter on watermarks and another on paper as a printing surface. The last three chapters deal with the trade aspects of papermaking, with the rôle of the papermaking expert and, lastly, with the amateur of papermaking. At the back of the volume is a bibliography, an excellent series of plates illustrating the history of papermaking, reproductions and actual specimens of watermarks, and at last original examples of modern-made papyrus, vellum, and contemporary hand and machine papers.

Naturally, Mr. Renker has availed himself fully of the existing literature of the subject. His account of the origin of paper is very largely based on André Blum's book, and he owes a great deal to the successful inves-

tigations of Dard Hunter.

DIE PAPIERFABRIKATION. By Dr. Bruno Possanner von Ehrenthal. Leipzig, Deutscher Buchgewerbeverein (Monographien des Buchgewerbes, Vol. IX).

This handy little volume contains in compact form an introduction to modern industrial papermaking. First published in 1913, it was reprinted within recent years as a permanently useful handbook, with many illustrations of contemporary machinery.

AN ATLAS OF PAPER-MAKING FIBRES. By Charles H. Carpenter. Bulletin of the New York State College of Forestry at Syracuse University, Vol. IV, No. 3-b (Technical Publication No. 35).

This unusually instructive "Atlas" contains microphotographic reproductions of the fibres of all important North American woods used in papermaking, together with an index of their common and scientific names and a glossary of scientific terms used in their description.

Marbling Paper

Printed information on the making of marbled paper is scarce. The typical old bookbinding manual usually has a chapter on marbling—in the same way in which the old hand binder invariably knew the art of marbling. Under the impact of industrialization the fine details of the craft were gradually lost. But today there is a resurrection, and most likely the art will be saved from extinction. Within recent years two publications devoted exclusively to marbling have appeared.

MARBLING PAPER AS A SCHOOL SUBJECT. By Sydney M. Cockerell. Pamphlet No. 5. Hitchin, England, G. W. Russell and Son, Ltd., 6d.

This latest addition by Sydney M. Cockerell to his father, Douglas Cockerell's "Bookbinding as a School Subject" series, contains complete and applicable information on "How to do it."

MARBLED PAPERS. An Address delivered before the members of The Club of Odd Volumes, November 16, 1933, by Rosamond B. Loring. Boston, The Club of Odd Volumes, 1933. (Not available for sale.)

It is a great pity that this volume was only printed in an edition of 149 copies, because the information on marbling techniques as well as on the history of the craft, has a definite value in preserving the knowledge of a charming and useful craft.

Forthcoming Publications on Papermaking

Two obviously important new additions to the literature of papermaking have not been received as this review goes to press.

One of them is R. H. Clapperton's "Paper, An Historical Account of Its Making by Hand from the Earliest Times Down to the Present Day," Oxford, The Shakespeare Head Press, 1934, to be sold at six guineas net.

The Pynson Printers have announced that they are preparing for publication Dard Hunter's latest papermaking book. We understand that the volume is to be published in the fall of 1935 under the title: "Papermaking Pilgrimage to Japan, Korea, and China," at \$36.00 a copy.



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Carrying a little darker color than the more commonly used book-faces, and being more decorative in design, Cloister should never be crowded. You would probably not want to use a smaller size than 14 point, this size in Cloister being no larger set-wise than the usual 11 or 12 point. The letters are small and closely fitted, giving a tightly-knit texture that makes Cloister extremely readable. It would preferably be printed with a rather firm impression on paper with decided surface character.

Used with discretion, Cloister can give a book great dignity and distinction. Mergenthaler Linotype Co., Brooklyn, N. Y.

Set in 14 point Linotype Cloister, leaded 2 points Decoration: 12 point borders G-7R, G-7L, G-8R, G-8L

First Editions for Particular People

THE HOLLISTON MILLS, for many years producers of book cloths, have a highly developed sales and promotion organization, and are now turning their facilities to a new field by undertaking the distribution of high grade linen content book papers manufactured by the old New England house of Hurlburt. The project is interesting, because Holliston is to market these papers in the regular book sizes and is promoting the idea that a limited run of current books of literary merit could be printed on a paper of permanent character without much extra cost and that several hundred customers would like to have the books of their special choice in what might be called "authors' editions."

In announcing this ambitious program, it has issued specimens and argument in a volume entitled "Permanent Papers." The Holliston Mills believes that this plan is more practical and will be more welcomed by book lovers than the more usual plan of printing a limited edition of a new book of a very special format, such format requiring a new layout for the book, special makeready and considerable added expense, owing to the fact that the hand-made papers of the past have been of very different size from the regular book papers. Holliston "authors' editions" could be printed at the same time from the same plates and with the same size text page as the trade edition, the only change necessary being a slight adjustment in make-ready.

In presenting its case, it has presented an analysis of an average novel of 320 pages designed to retail at \$2.50. In these figures, based on 1934 costs, 2,500 of the regular edition were estimated on paper usually used for such purpose, costing 6c a book and allowing 12½% royalty and 20c a copy for publicity. A simultaneous run of 500 copies on permanent paper could be made on paper at 16c a book, royalty again 12½% and publicity and promotion at 20c a copy on which basis such a special edition could be priced,

the Mills argues, at \$3.50.

The availability of such editions would stimulate bookselling, Holliston feels, as it increases the dollar unit of sale on at least a few hundred copies and would create an interest in books of greater permanency. If the experiment were tried on books by authors of real quality, it is argued, this would be a logical means of counteracting the influence of so-called "popular priced" books which can be readily sold outside bookstore channels. If this is achieved, it would add to the strength of the regular bookstore, which would be the natural outlet for these better editions.

It is suggested, also, that certain customers would take a particular interest in being notified in advance of such publications, thus building up sales for the book deliverable on the date of issue. Customers would soon take a greater interest in papers, and these particular brands are watermarked, making them more easily recognized. The two brands available for these purposes are the D E Text and Holliston Permanent Record, the latter being 100% rag. The Hurlburt Mills, where these papers are being manufactured, were established in 1806 and are located in the Berkshire Hills, where a good water supply is available. The paper-making machinery used is of narrow width and slow speed, thus insuring uniform formation of strength. The experiment is attracting a good deal of interest, as it is the first time that a plan of this kind has had the backing of an experienced merchandising organization like the Holliston Mills.

Changes in Book Cloths and Book Cloth Prices

BOOK CLOTH PRICES have remained nearly stationary during the later half of 1934, with some reductions in price in unfinished cloths, and with new lines added by a number of the manufacturers. Interlaken Mills issued a revised price list in December. showed the discontinuance of 39" widths of all grades of Book Cloth and the addition of two new lines, Class A, and Kent, each furnished on order only and in quantities of not less than 500 yards. In the Unfinished Cloths, one line, Casco, was added, and one, The prices of Hyco Meco, discontinued. and Naco have been reduced and the prices of all unfinished cloths are now net and not subject to any quantity or other discounts. Among the Arco Bindings, Grades #00 and #o have been added and Linen finish of Grade #1 has been discontinued. Grade #00 is furnished in dyed Vellum finish only, and Grade #o is furnished in Linen Vellum finish

Holliston Mills reports that the only

changes in its lines have been a reduction in price of natural finish cloths, with all prices on this line net and not subject to discount; the reduction of the yardage necessary to secure a 10% discount on regular book cloths from 2500 yards to 500 yards, and the addition of several new lines.

Holliston has added to its line the following binding fabrics: Zeppelin Natural Finish, Natlin Natural Finish, Roxite F S Linen, Roxite X L Linen, Roxite D F Vellum, Jutelin Checks, Sharon Vellum and Bristol Buckram. Three fabrics, Stimko Natural Finish, Roxite E S Vellum and Roxite Aldine Vellum, have been discontinued as standard qualities.

Helen Gentry in New York

HELEN GENTRY of San Francisco, whose book designing has become well known to collectors in the past few years, is visiting New York. Her husband, David Greenhood, who collaborated with her in publishing "The Chronology of Printing," preceded her on this visit.

Helen Gentry's typography and layout have given great delight to students of typography and have made her imprint one of marked interest. Two of her books were selected for this year's Fifty Books Show. Her entry into the field of juveniles this year with "Rip Van Winkle," "Nightingale" and "Alphabet" indicated her faith in possibilities of selling specially printed children's books, and she intends to go further with this idea. (A page from her "Tom Thumb" appears in this department, p. 93.) The books are all produced on a small power press from carefully chosen types.

A recent success of the Press was a series of brochures of vocations printed for a San Francisco committee on vocational study and for which outline drawings were designed by local artists and made to fit happily into a typographical layout. The committee in charge had intended to use photographs of vocational scenes and gave this idea up reluctantly, but when the pamphlets were produced their format was applauded on all sides.

There are increased possibilities, Helen Gentry believes, in the designing of text-books. Recently the California State Teachers of English asked her to talk on the design of text-books, and she found the group enthusiastic about using its influence to create a demand for better design.



An example of the work of the Gerlachs described below

Modern Bookbinding

The exhibition of fine bookbinding held by Mr. and Mrs. Gerhard Gerlach at the Japan Paper Company Building from December 12th to 14th, 1934, was small but distinguished. Modern designs were used on natural and polished leather, cloth, paper and vellum. Although there was no period work, the bindings harmonized with the texts through the emphasis on beauty of materials and simplicity of design. The hand lettering was especially successful and the occasional use of book types for titling added a unifying touch.

A handsome example of the work of these two artists is shown above. The sides of each volume are covered with a Japanese wood veneer and the backs with blue gray crushed levant with gold tooling and onlays of gray levant morocco. Each book has tiny blue leather corners and the three are enclosed in a slip case of wood veneer paper to match

Mr. and Mrs. Gerlach studied bookbinding in Paris and for several years under Professor Weimeler in Leipzig. Their studio is located in the Japan Paper Company Building.

What's News!

A SERIES OF PRINTING CLINICS sponsored by the American Institute of Graphic Arts and following the lines of the Book Clinics is to begin on January 15th at 8 P.M. with a lecture by Egmont Arens on "Streamlining the Printed Word." The meetings, for which there will be no admission charge, will be held monthly throughout the winter at the McGraw-Hill Auditorium, 330 West 42 Street, New York.

THE NATIONAL INDUSTRIAL RECOVERY BOARD has issued a special order affecting the Graphic Arts Code providing that establishments operating under other codes whose printing products are not in direct competition with producers subject to the Graphic Arts Code need not themselves be subject to its provisions, that is, private plants supplying their own needs are given greater freedom.

Members of the American Institute of Graphic Arts met on January 5th at the Pierpont Morgan Library to examine a special collection of Books on Color in Printing made up from books from the library and prints loaned by the Metropolitan Museum of Art.

In what is probably record-breaking time Doubleday, Doran has received and put into use the first complete type face of Fanfare that has ever been used in this country. The type was ordered from Leipzig by cable two weeks ago. It arrived on the Majestic, was released from the customs at three-thirty on Thursday afternoon and was used in two newspaper ads the next day. Fanfare capitals have been in use in this country, but this is the first time the complete type face has been imported. Doubleday, Doran have the exclusive right to use it in this country.

THE BOOK CLINIC begins its new year's series of sessions on Thursday, January 17th, at 99 Park Avenue. The topic of the meeting will be "A Platform for Book Manufacture."

THE FIFTY BOOKS EXHIBIT Opens on Tuesday, February 5th, at the New York Public Library, and the Institute will hold its opening meeting on the evening before in one of the rooms of the Library made available for this purpose.



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GEORG SALTER, well known in Germany for his packet designs arrived in this country late in November and hopes to make his permanent home here. He will design a large number of the Simon and Schuster jackets for the Spring list. The first of these, for Bessie Breuer's "Memory of Love" has just appeared, original, but looking rather mouse-like among the home products. Georg Salter's work was introduced to America by Hellmut Lehmann-Haupt who arranged an exhibition of 50 of his book jackets at Columbia University in November, 1933.

A COURSE IN APPRECIATION OF FINE PRINT-ING has been inaugurated at the University of California and will be conducted by Wilder Bentley, who recently went to California from the Laboratory Press at Carnegie Institute in Pittsburgh. Mr. Bentley is a graduate of Yale and of the University of Michigan Graduate School. The course, which will be given on ten Thursdays, beginning January 31st, "will cover those elements of taste, tradition and technique which constitute the

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branch of typography and book production known as fine printing."

THERE WILL BE 279 reproductions of the Devices used by early printers in a volume by Hugh H. Davies, "Devices of the Early Printers, 1457-1560, Their History and Development" soon to be published by Grafton & Company in London. The text will show what the Printers' Device was, why it was used and how it was constructed, and there will be a chapter dealing with the portrait figures of printers.

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HARRY L. GAGE, president of the American Institute of Graphic Arts and vice president in charge of sales with the Mergenthaler Linotype Company, spoke at Carnegie Institute December 7th on the retrospective exhibit of the Institute's "Fifty Books" shows of the last ten years. The following day Mr. Gage addressed members of the American Vocational Association, in Pittsburgh, on "Printing Education Under the New Deal." At the request of the Boston Club of Printing House Craftsmen, Mr. Gage, who reviewed the Tileston & Hollingswirth calendar for 1934 in some twenty-five cities, has consented to review the T. & H. calendar for 1935, with reviews already scheduled for Portland, Maine, January 16th; Boston, January 17th; Worcester, February 19th; Providence, February 20th; and for three other New England cities not as yet definitely decided on. The calendar will also be reviewed by Mr. Gage at the annual "apprentice night" of the New York Club of Printing House Craftsmen, March 21st.

At intervals through the winter season Mr. Gage has been giving a series of one hour discussions on "The Appreciation of Printing," at the public library at Montclair, N. J., with more than fifty librarians, teachers, a bookseller, and several technical people en-

rolled.

AN EXHIBITION of the works of Rudolph Ruzicka has been opened at the galleries of the Lakeside Press, Chicago. The works include wood engravings, etchings, book illustrations and water color prints. Mr. Ruzicka's work is known to all lovers of books, and its importance is recognized by leading musicians of America and Europe. The exhibition will be open from Monday to Friday, from 9 a.m. to 5 p.m. during January.

THE NEW YORK PUBLIC LIBRARY recently opened an exhibition showing "The Development of the Decorative Initial Letter in Manuscripts and Printed Books from 1200 to the Present Day," in the Spencer Collection of illustrated books, Room 322, at the Central Library Building, Fifth Avenue and

42nd Street.

From the Spencer Collection, rich in illustrative material, selections have been made to show various steps in the historical development. Typical examples show how the highly historiated, pictorial initial letter with its blazing background of gold developed

into more dignified, merely decorative ornament and how the early printed books, obviously imitations of manuscripts, had their initial letters filled in, first by scribes in the manner of manuscript illumination, and later by printer and wood-engraver who inserted woodcuts in different colors.

An exhibition of printing devices has been opened at the Museum of Science and Industry in Chicago. Seven large cases show the methods used in manufacturing printing rollers of both composition and rubber, the manufacture of various sorts of paper, bookbinding, lithograph and offset inks and

electrical etching. Also shown are the various steps in the manufacture of terrestrial and celestial globes, examples of the mechanical movements used in flat-bed printing presses, a working model of a flat-bed newspaper press, the use of transparencies and carbo-prints in color printing, the ingredients of all types of inks and a working model of an automatic sheet delivery. The exhibit is surmounted by a mural made up of examples of color printing.

Now THAT THE Gutenberg Workshop exhibit which was shown at A Century of Progress has been returned to Mainz, Otto Maurice Forkert, who was in charge of the exhibit, has taken up his work with the newly established Department of Design and Layout at the Cuneo Press. Mr. Forkert is working on the design of a limited edition of "The History of Marietta College" by the late Dr. Beach, which will appear in March during the centennial celebration.



A handsome backbone for "Logical Nonsense' designed by Werner Helmer. See p. 93 also.

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The experienced publisher knows that good bind- the new "bugproof" binding. I like it very much and I think it will encourage students to keep their books to build up their library." Roxite is an attractive binding fabric,

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